

# DIGITAL ORDERING SUCCESS KIT

HOW-TO & TIPS ON MANAGING YOUR DIGITAL ORDERING PLATFORM  
FOR PICK-UP, DELIVERY & CONTACTLESS TABLE ORDERING SOLUTIONS

**The pandemic has shifted the whole dynamics of the industry and operators will need to find new ways to adapt.**

It's time to find new ways to attract and engage with your diners.

“

Our team is here to support you, and our message is simple:

**PIVOT,  
PROMOTE &  
PROGRESS.**

”



**LEIGH RICHARDSON, CEO**

'Omnichannel' is not a term used often in Hospitality. In this context, it means to offer *multiple ways for your customers to buy from you.*

E.g. Dine in, pick-up, delivery, 'cook it yourself' meals, catering, drive up/thru etc.

If you are not well equipped with digital ordering solutions for all the channels you offer, your ability to maximise your revenue will be critically limited.

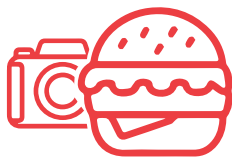
In this success kit, we'll touch on some important and easy areas for you to consider when managing your digital ordering platform. So that your venue can transition from a 'recovery phase' to a 'growth stage!'



#### **PART 1:**

## **PREPARE YOUR SITE**

- Configure your Online and Digital menu for pick-up, delivery and contactless table ordering solutions
  - Prep your Store Setup with cool settings and features
  - Integrate with Ordermate POS system
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#### **PART 2:**

## **SPICE UP YOUR ONLINE & DIGITAL MENU**

- Tips for Foodtography
- 



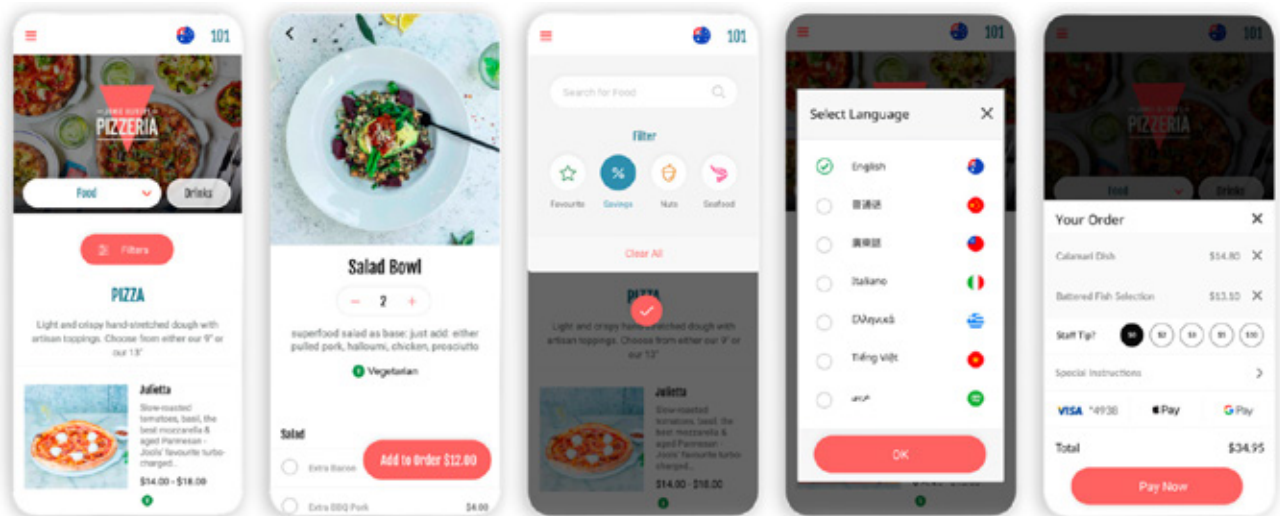
#### **PART 3:**

## **PROMOTE & GET YOUR VENUE ON THE ROAD TO REVENUE**

- Promote your Online Ordering platform
- Step it up with Promo Codes and SMS campaigns
- Gain customer loyalty with AI Marketing

# Configure Your Online & Digital Menu

Like any food and beverage venue, the menu is the first thing you need to get right. After all, it is a complete representation of your venue's personality and ability.



But setting up your online and digital menu for pick-up, delivery and contactless table ordering is a completely different ball game. So here are some of our tips on how you can prepare and set it up for success:

- Move your menu into an order that 'makes sense' such as: Starters > Mains > Sides > Desserts
- Use your layout to promote certain item sections by moving these to the top and/or front
- Have a 'Quick List' for your top 5 best-mixed drinks so that your customer can pick what they want quickly and easily
- Adding dietary tags to your menu items 🌿 🍷 🍴 🥗 🍴 🍴 🍴
- Consider a time triggered menu for some of your items or combos to only display at certain periods



If you are not sure how to set these functions up, head over to the knowledge base [here](#) for more step-by-step guidance and extra useful tips!

# Prep your Store Setup

There are many important sections to check when setting up your digital platform:



Address



Opening hours



Contact details



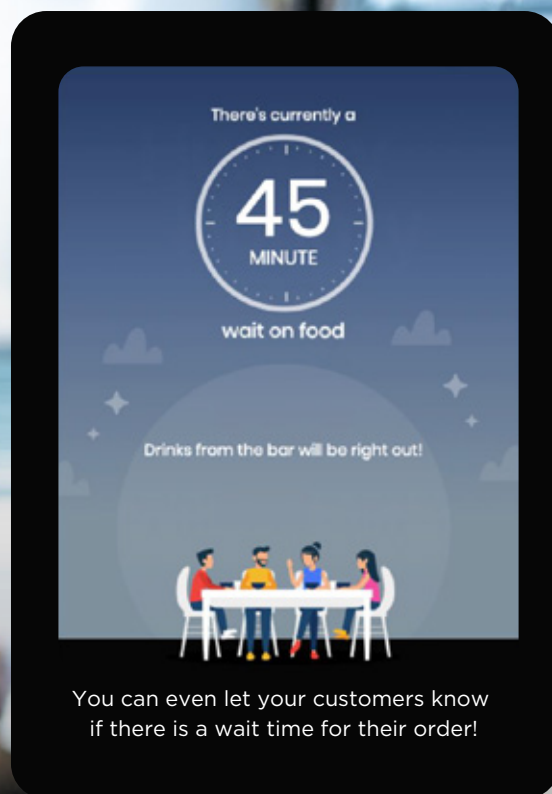
Your branding!

With HungryHungry back-end platform, you can have complete control over changing your own store settings to ensure you are prepared for anything, from public holidays to your own personal holidays. It is almost too easy to change these settings via your admin log in.



You can learn how to take control of your online store:

<https://help.hungryhungry.com/store-setup>



# INTEGRATE WITH ORDERMATE POS SYSTEM: **HOW IT WORKS**

- Compliments your service and enhances the dining experience for your customers
- Manage your order effectively and efficiently
- Keep your chefs and staffs happy with a seamless communication without any error
- Capture consumer data for marketing opportunities



## 01

**YOUR CUSTOMER  
ORDERS FROM  
THEIR MOBILE  
DEVICE WHETHER  
THEY ARE AT:**



### **YOUR VENUE**

Providing a contactless  
& seamless table  
ordering experience

**OR**



### **THEIR HOME**

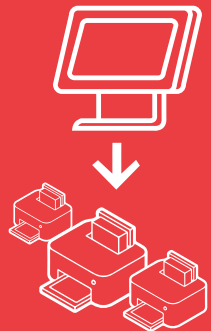
Enjoying a convenient  
online ordering experience  
for pick-up or delivery

Whether your customer orders  
online at home or from a table in  
your restaurant, OrderMate will  
process their order without delay  
or double handling.



## 02

**ORDER IS SENT  
TO YOUR POS  
TERMINAL**



## 03

**YOUR POS TERMINAL  
COMMUNICATES TO  
VARIOUS SERVICE  
PRINTERS**

A seamless communication from OrderMate  
POS terminal to your service printers, making  
your operations effective and efficient.



**YOUR  
KITCHEN**



**YOUR PIZZA  
OVEN**



**YOUR  
BAR**



## 04

**ORDER IS  
READY TO BE  
DELIVERED  
OR SERVED**



## 05

**YOU RECEIVE  
CUSTOMER DATA  
AND REVENUE**

Truly understand your customers  
and re-engage with marketing  
campaigns, resulting in customer  
loyalty and increased revenue for  
your venue.



# Tips for Foodtography

We know it can be hard to get those great shots of your food for the gram, however when it comes to digital menus and online ordering, it is super important!

We have some tips and tricks for taking your own food photos and can refer you to a great online site where you can find a photographer within your price range to come to your venue and snap your menu professionally!

## Our top tips for food photography using your phone:

- Always take photos in natural daylight, preferably indoors - This ensures light to get nice quality images, however, when it is taken inside, it is not too harsh or bright.
- Have a neutral coloured background or table: as to not distract the eye from your amazing food
- Shoot from the best angle - the same angle does not always work for different foods, eg a burger could not be photographed at bird's eye point of view.
- Add some human touch - a hand holding the plate or a fork is always a nice touch. Crop to Square before uploading, you can use this awesome [tool](#).



Alternatively, if you want some professional shots done, we can organise this for you. Just let one of our trusted advisors know!

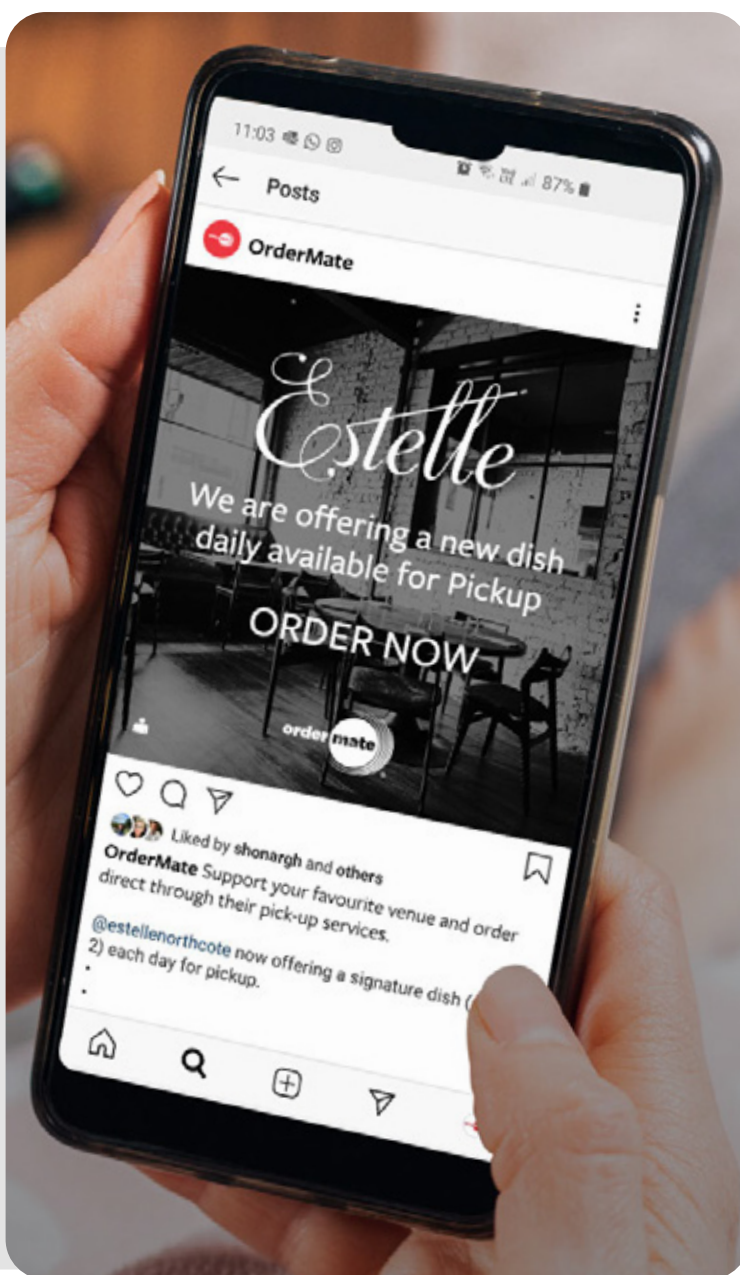
Once you have the amazing images of your food, the next step is to upload them to your digital menu. Access [here](#) to find out how you can do this.

# Promote your Online Ordering platform

You have your online ordering platform set up and running thanks to our amazing team, the next step is to get those orders rushing through the door!

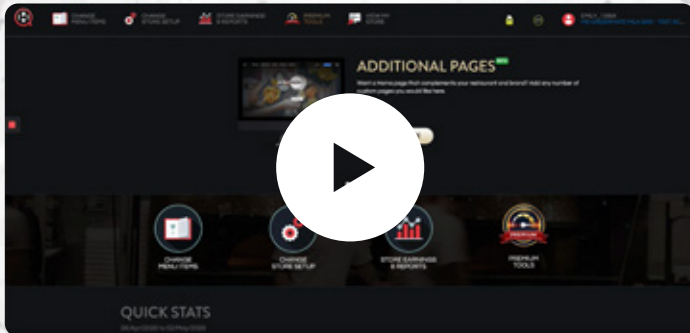
## We have some handy hints to get the word out and get more online orders:

- Add your online ordering link to all your social networks and websites: Facebook, Instagram, LinkedIn, Tik Tok...whatever you use to market your venue!
- Make a post announcing your online ordering platform, ensuring you have a direct reference to where customers can find your link
- Tag @ordermate & @hungryhungry.\_ in your posts and stories! We love re-sharing our venues content and the best way to know about it is if you tell us
- Utilise our amazing marketing features through the platform, such as AI marketing, SMS campaigns, promo codes and EDM campaigns
- Create fun posters and in-store collateral so your customers know to order online next time, or if they walk past your store, they can see what you have to offer



Implementing these tips and tricks will get you on the road to revenue! Access [here](#) to find out more.

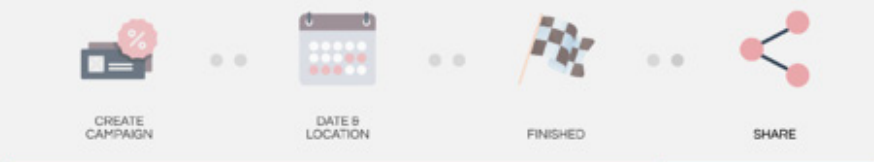
# Promo Codes & SMS campaigns



We have some awesome features to help you market your digital ordering site, including SMS marketing!

You can send SMS campaigns to anyone you like, from existing customers on HungryHungry, customers on your OrderMate POS database and you can even import your own contacts.






## Promo Code Wizard



GREAT! YOUR PROMO IS COMPLETED

[GET THE LINK HERE](#)

[Back To List](#)

DON'T FORGET TO SHARE IT ON:     

SMS campaigns are used to promote a special offer you have going, and if you don't have one, you can easily create one by implementing a Promo Code!



Find out how you can carry out these steps and drive sales by clicking the link:  
<https://help.hungryhungry.com/sms-marketing>

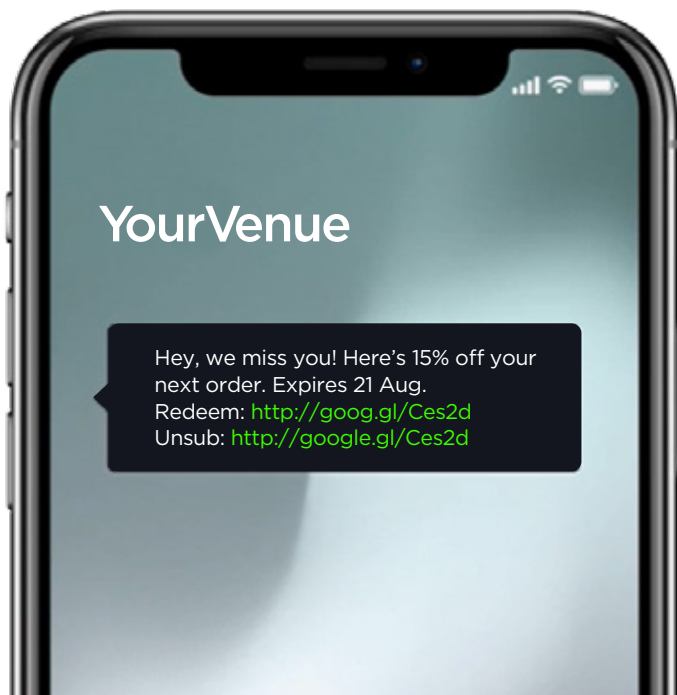
# AI Marketing

Time to meet your new marketing best friend  
- Artificial Intelligence (or AI) Marketing!



# \$1005.18

Last week, you had **20** orders for a total revenue of **\$1005.18**  
Looks like that was Up by **56%** from the previous week, which was **\$644.35**  
AI Marketing won back **5** customers this week, increasing revenue by **\$217.80**



This amazing tool finds your customers that may have dropped off the planet (not literally) and brings them back to you! You can set up promotions, special offers or just a friendly hello to get them back and order from your venue again.

Winning back lost customers is so valuable, especially during this challenging time.

Utilise this free tool through your digital ordering platform, the only cost you will incur is the discount or promotion offered!



You can learn how to set up AI marketing for your site

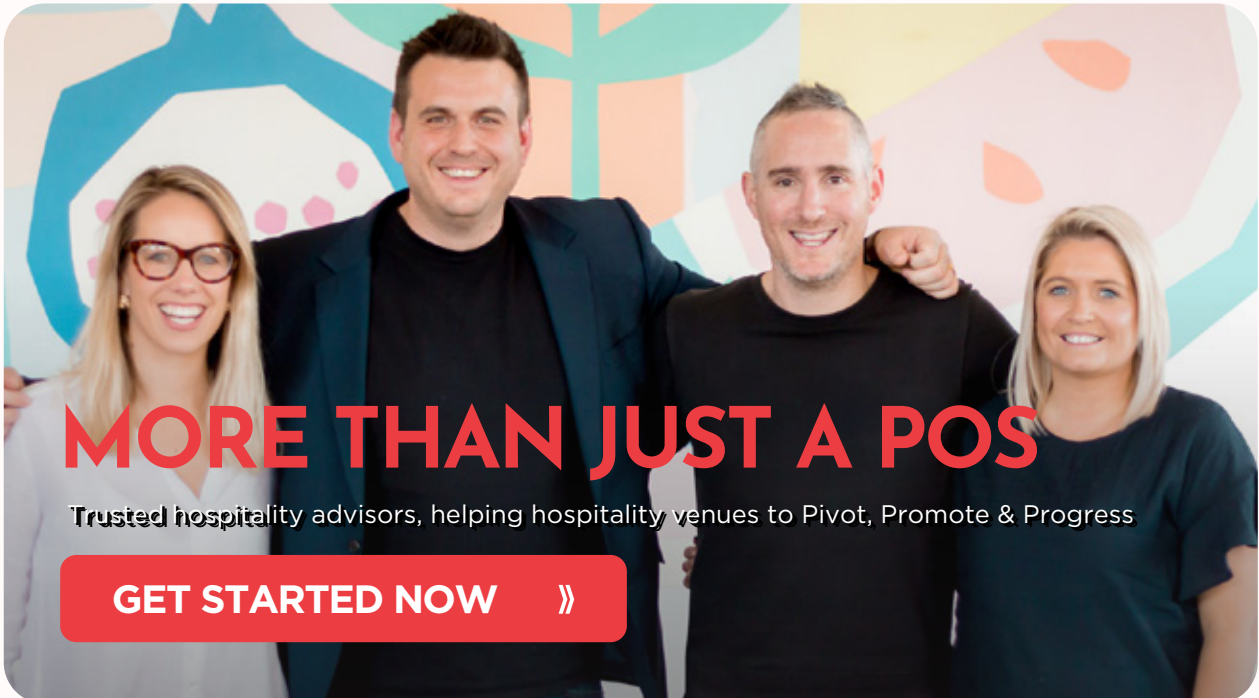
[here](#)

# BUT THAT'S NOT ALL...

We don't just stop at digital technology. We understand that, although pivoting your operations, digital ordering is just the start. To run your business better, you need tools and knowledge to grow.

With OrderMate POS, you can:

- Pivot, promote and progress
- Transition from a 'recovery' phase to a 'growth' stage
- Fit your venue out with the right POS hardware
- Integrate with industry leaders (accounting/staff management/marketing tools)
- View critical sales and performance data anytime, anywhere
- And more...



**MORE THAN JUST A POS**

Trusted hospitality advisors, helping hospitality venues to Pivot, Promote & Progress

**GET STARTED NOW »**