

# How to Win Big with Your Digital Ordering

Make the most of online ordering with these six strategies



## 1 Deliver an Ideal Digital Experience

*Rewards and easy payment reign supreme.*

Customers want an online ordering system that allows them to redeem points – and they spend more when an online platform is integrated with a loyalty program. They also care about the back end of the transaction, so payment complications leave a lasting impression. Setting up a digital ordering system with rewards and a seamless payment process will engender happy customers.



## 2 Maximize Order Size

*Data and behavioral info produce results.*

Why waste time with offers that are bound to be rejected? “Intelligent Cross-Selling” is a data-informed way to offer customers the items they most likely want. “Menu Variant Testing” lets you test menu items with a percentage of guests, assess performance, and optimize your offerings based on real data. Securing bigger orders can be as simple as reordering menu items or changing your system’s default size setting from small to large.



## 3 Increase Order Frequency

*Artificial intelligence enables targeted campaigns.*

With AI to IA<sup>SM</sup>, Paytronix empowers you to use artificial intelligence to drive individual action. After customers are assigned an online order history score, predictive analytics tell you when they’re likely to visit and alert you if visits fall off. You can curate special promotions targeted at online customers, like visit challenges based on individual guest behavior.



## 4 Become a Pro at Guest Recovery

*Relationships can be repaired with FEEDback<sup>SM</sup>.*

The hours after a transaction represent the optimum time to survey your customers on their experiences, take control of the feedback loop with tailored responses, and make amends for missteps by sending coupons. FEEDback<sup>SM</sup> allows you to solicit guest opinions, identify trends, and reduce future errors.



## 5 Capitalize on Third Parties

*Masterful menu management is the goal.*

You can entrust your online orders to a third-party service and still stay on top of the process. Enterprise menu management handles regional pricing, provides instant updates, and generates consolidated reports for a complete picture of your online sales. Having one platform facilitates menu adjustments across your POS and third parties.



## 6 Make Curbside a Priority

*The drive-up experience should go like clockwork.*

Curbside customers are here for the long term and need to feel as important as every other guest. They’re responsive to platforms that provide a safe and convenient experience, including easy POS payment and an app that lets them alert you about their arrival.

## Ready to win with digital?

Visit us online at [www.paytronix.com/platform/order.aspx](http://www.paytronix.com/platform/order.aspx) for more info.

# Personalize It: What Does Your Digital Ordering Strategy Look Like?



DRIVERS OF SUCCESS	STRATEGIES AND TACTICS	YOUR IDEAS
<b>A Great Digital Experience</b> Goal: Make transactions easy and rewarding.	<ul style="list-style-type: none"><li>- Loyalty program</li><li>- Easy payment options</li></ul>	
<b>Maximized Order Size</b> Goal: Get bigger orders from individual customers.	<ul style="list-style-type: none"><li>- Intelligent Cross-Selling</li><li>- Menu Variant Testing</li><li>- Reordered menu items</li><li>- Larger default size setting</li></ul>	
<b>More Frequent Ordering</b> Goal: Increase customer visits.	<ul style="list-style-type: none"><li>- Driving customer behavior with AI to IA<sup>SM</sup></li><li>- Predictive analytics</li><li>- Targeted promotions based on behavior</li></ul>	
<b>An Effective Feedback Loop</b> Goal: Stay on top of problems.	<ul style="list-style-type: none"><li>- Timely surveys</li><li>- Tailored manager replies</li><li>- Coupons to make amends for bad experiences</li><li>- Trend tracking to reduce errors</li></ul>	
<b>Enterprise Menu Management</b> Goal: Leverage third-party platforms.	<ul style="list-style-type: none"><li>- Real-time menu updates</li><li>- Regional pricing</li><li>- Consolidated reports</li></ul>	
<b>A Seamless Curbside Experience</b> Goal: Make curbside convenient.	<ul style="list-style-type: none"><li>- Easy payment</li><li>- App or text-based arrival alerts</li></ul>	



“The feedback module is the cornerstone to me of what makes Order & Delivery great.”

Taylor Aue, Owner - Pasta Bowl

“To have realtime sales data... and the remarketing capabilities to reach back out to those customers is priceless.”

Luke Jackson, Franchise Representative - Johnny's Pizza

