FOOD ORDERING SYSTEM (Food Ordering Tab)

The days of menus in a drawer and phoning in delivery orders are quickly coming to a close, especially for the next generation of customers. Online and mobile ordering is exploding in popularity, and local restaurants are discovering that apps that allow customers to place orders offer a new revenue stream.

8 REASONS EVERY RESTAURANT NEEDS AN ORDERING APP

1 Customers spend more when using online & mobile apps
Simply put, it's a fact that customers order more food when they order online.

2 Customers are already using restaurant ordering apps
About 40% of customers have already placed an order for food online. It's easy, quick and convenient for the customer.

3 It keeps your business fresh
In general, the food service industry is well aware of the possibilities presented by restaurant ordering apps. In fact, 70% of restaurateurs think it is an "up-and-coming" innovation, which raises a more problematic point:

4 Your competitors may already be ahead of you
20% of quick-service restaurants already allow customers to submit orders from their mobile phones. Are your competitors snagging orders from customers that would prefer to order from you?

5 You can share information and generate business
Nearly 40% of customers report that they'd like to get an email each day from a favorite restaurant detailing the specials for the day. An ordering app can include this functionality, and enable you to stay in touch (and top-of-mind) with customers.

6   Mobile orders boost return business
Orders from mobile users are more frequent than orders submitted other ways. Not only do mobile apps get you bigger orders, but they get you more of them! Mobile ordering apps let you maximize the value of each customer in the long term.

7 Mobile orders can become a significant percentage of your business
Some of the larger chains get 25% or more of their orders from mobile devices. Mobile ordering isn't a trickle of orders; it's a meaningful amount of business. In fact, some restaurants see enough new business to dedicate a line in the kitchen solely to online & mobile orders.

8 You'll make more money
Considering all of the above, this conclusion is a safe bet: a restaurant ordering app will directly help your restaurant generate more income. For a small expense up-front, you get a new revenue stream that helps you find new customers and keep old ones happy.

Reservation Ordering System (Reservations Tab)

Taking reservations over the phone has been an effective way of booking for businesses for many years, and still is. But up-and-coming technology is favored by consumers, and more efficient and accessible ways are being developed to help your business make money – one of which is booking reservations online.

Why not have another way for customers to communicate with your business? By only allowing customers to make reservations over the phone, some sales prospects may avoid your business, and may book with a competitor instead.

In fact, one mobile restaurant booking service reports that certain restaurants are getting **12% of their bookings online**, and a third come from mobile devices.

The more obstacles you put in the way of a prospect or customer making a booking, the less likely they are to make one. And in today's everything-on-demand world, the most insignificant tasks count as obstacles.

WHY PEOPLE DON'T WANT TO CALL IN

1   They have to look up a phone number
2   They have to dial it
3   Needing reception to make the call
4   Needing to be in a quiet enough place to make a call
5   Social anxiety of having to speak to a stranger on the phone
6   Being put on hold

WHY ADD MOBILE BOOKING?

1   It's fast - cuts out steps from having to call
2   Easily accessible from smartphones
3   Customers like it
4   Another way for your business to gain reservations

As a business owner, you're still in **total** control of the bookings that come in. Users who aren't comfortable with you "going mobile" will still call to make reservations. You're not going to lose any of those prospects.

Booking mobile is easy-to-manage, cost-effective, and saves you time and money. But that's nothing compared to the boost you get from new customers and increased bookings. Users can also create accounts and schedule appointments for the future, leading to increased repeat bookings from current customers.

For easier operations and increased revenues – mobile bookings are a simple, affordable solution every small business owner should seriously consider.