

Increase Safety + Revenue

Getting Started with
Dine-In Mobile Ordering

A playbook by **OrderUp**



- Eliminate Printing Costs
- Increase Table Turns
- Improve Health & Safety
- Provide a Better Guest Experience

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Introduction

OrderUp provides restaurants with the best dine-in digital ordering system at **NO COST**. A diner's phone is all that's needed to provide better hospitality and faster service, while increasing operational efficiency and revenue. **No app downloads, no hardware, no fees for restaurants... ever!**



Guests securely enter contact tracing information so you don't have to (optional)



Guests order and pay for meals upfront, from their seats, on their phone.



Restaurant operators manage tables without physical menus or checks.



Digital menus can be accessed by guests using a tabletop QR code, so there's no need to type out a URL. Incoming orders appear for your staff in a real-time on the OrderUp kitchen display system (KDS), accessible from any device with internet access.

Dine-In Ordering boosts on-premise revenue by completely eliminating any wait time to order and pay. It also strengthens your restaurant's hospitality by giving guests control when they want it and improves health & safety by reducing required contact between servers and guests.

How does it work?



What's Included?

- Full-service setup of your digital menu for ordering. All we need is a copy of your full menu!
- Encrypted contact tracing capabilities. Auto scrubbed database after 30-days.
- Paperless payment for all orders, replacing bills, card transfers, and receipts.
- A custom QR code, with your logo and branding. Print in house, or let us take care of it for you.
- A simple dashboard to monitor your incoming orders in real-time without any setup.
- Unlimited logins for any member of staff you want to have access to incoming orders.
- Real time customer service - we're here for you!

What Should I Expect?

- Faster table turns because diners don't need to wait to order or pay.
- More repeat customers because of the seamless, low-contact dining experience.
- Increased operational efficiencies with limited staff.
- Lower risk of COVID-19.

For any questions, you can email us at partners@orderup.ai



**“OrderUp represents
the future of dining.”**

Perrin Dennis, Service Manager,
Northern Maverick Brewing Company

Checklist for Going Live

Once you go through the playbook, revisit this page to recap your to-do's before going live.

Operations

- Table top QR signage or stickers ordered/printed.
- Table numbers added to tabletop signage or stickers.
- Order tabletop holders if you need them.
- Stickers affixed to tables, or signs placed in holders at each table.

Staff

- Staff members are trained on new ordering process
- Mock service complete

OrderUp Settings

- Dine-in menu complete with items, pictures, pricing

Our team is here to support with any of the following changes:

- Location settings customized (Dine-In Settings)
- Menu hours set (Menus > Menu Type > Availability)
- Closures scheduled in advance (Closures)

Communication

- Signage added to entrance about contactless dining
- Website updated to communicate contactless dining
- Reservations platform updated to reflect contactless dining
- Google My Business updated to list dine-in
- Notify your diners through email newsletter & social media announcing you're now using contactless dining to improve their safety

Getting Set Up

Dine-In Ordering will take orders for you, as soon as each table is ready. It will also collect payment without any wait for a waiter, check, or receipt. But communication is key to your success. Let's first focus on communicating with your guests, and then your staff.

Placing Your Tabletop Stickers/Signs

To get started with Dine-In Ordering, you will have received two things from our team:

- **Your dine-in ordering URL**, sent to you by OrderUp
- **Tabletop signs** or stickers with your restaurant's brand and a QR code that goes to your menu

Write a table number on each tabletop sign. When your guests place an order from their table, they will be asked what table they are sitting at. Table number will become the connector you need between an order on OrderUp and where it will be dropped once it's ready. Incoming orders will be listed on the Kitchen Display System (KDS) as part of a real-time order feed. If your restaurant does not have a built-in system for table numbers, create them now.



Reviewing Your Menu

Once you've received your unique OrderUp URL and QR code, review your menus carefully to ensure everything appears as expected.

To update your menus, simply contact your OrderUp account manager or login to your portal to manually adjust with just a few clicks.

Pro Tip

Use item modifiers to upsell items. For example: you can add your most popular cocktail or wine pairing as a paid modifier with an entree.

Determining the Right Workflow

There are two options for getting incoming orders from diners to your kitchen:



Each server monitors for orders from their tables.

Pros

- Each server is always aware of their table's needs & orders.
- Ideal for lower-volume restaurants where higher-touch hospitality is important.
- Utilizes existing tablet or laptop; internet access and a web browser is the only requirement.

Cons

- Manual POS entry, but still nets out to time savings with servers not taking orders, dropping bills, running cards, etc.



Dedicated expeditor monitors incoming orders for all tables (often along with pickup/delivery).

Pros

- Centralizes responsibility of inputting orders.
- Leverages existing workflow for pickup / delivery.
- Reduces the need for servers to check devices.
- Utilizes an existing tablet or laptop; internet access and a web browser is the only requirement.

Cons

- Manual POS entry, but still nets out to time savings with servers not taking orders, dropping bills, running cards, etc.

Device used: Tablet or laptop next to POS. (If tablet, settings should be adjusted so the screen is set to stay on)



With both options, **servers spend 0 minutes** checking to see if guests are ready to order or pay and **guests spend 0 minutes** between knowing what they want and ordering.

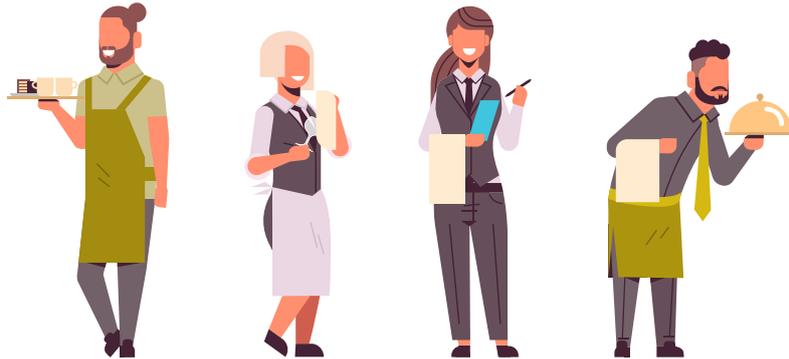
Faster service > Faster table turns per shift > More orders per table > More revenue with less seating capacity

Addressing Server Concerns

It's important that you position Dine-In Ordering properly to your servers.

This is a tool to help them work faster to serve more tables, increasing their total tips per shift.

Below are server misconceptions your staff may have, and how to respond to them.



Server Misconception:

“This is taking my job away from me.”

Reality:

“This is a helping hand, not a replacement.”

Dine-In Ordering gives you time back to check on guest sentiment and become the connoisseur of your menu. Guests, for their part, are empowered to order and pay without a wait, as soon as they have intent. It's a win-win. It also improves health and safety, reduces conversation in face masks, and automates contact tracing by collecting contact information for each party automatically.

Server Misconception:

“This is going to impact my tips.”

Reality:

“We actually see a higher average tip percentage.

Faster Service + Less Mistakes = 20% average tip amount”

You still get to choose the default suggested tip amount that your guests see upon checkout; we see that tips have generally increased by enabling Dine-In Ordering.

Server Misconception:

“Technology ruins the guest experience.”

Reality:

“Dine-In Ordering complements the guest experience.”

Dine-In Ordering is meant to enhance the guest experience, not replace servers. Your servers can still drop by to say hello, telling diners how to view the menu and order. They can also advise on menu recommendations, becoming the sommeliers of each meal for their tables.

Steps of Service

Dine-in Ordering cultivates an environment of service where interactions are deliberate and meaningful between your staff and guests. Below are some tips we recommend to set correct expectations with guests as you get started.



Adjust your Inventory

One of the most commonly stated diner frustrations is ordering an item that's out of stock. Double check that menus are up to date before service, and adjust as needed – add specials and highlight the items you need to sell fast.

If an item sells out during service, you can access your **Merchant Portal** to easily 86 a dish, and eliminate diner disappointment before it happens!

Greeting the Guest

Whether you're only doing reservations or first come, first serve on the patio -- the first interaction with the guest as they enter your establishment is a great time to set expectations about how to use the dine-in mobile ordering system. We recommend signage at the front of your restaurant, as well as a personal welcome from a host(ess) or server to let guests know:

- To scan the QR code with a cell phone camera
- Securely enter contact tracing details
- To enter their table number from their tabletop sign
- To easily order items once they are ready, they can add additional items anytime they like throughout the meal
- To flag down the server if they have any additional questions

Eyes on the Floor

The invisible hand of hospitality is always at play. With Dine-in Ordering, you'll need fewer touches at your table but your servers or food runners should remain present and keep their eyes on their section.

Note: If your restaurant typically courses out your meals, servers should be trained on monitoring incoming orders and how to time firing individual items or courses to the kitchen from the KDS, and how to course them out accordingly. Have your host or server suggest adding drinks and apps at the same time. Regardless of who places the order, diners at the same table can split the bill in any way they choose.

Managing orders in the KDS

The OrderUp KDS is a simple snapshot of all of your **PENDING**, **CONFIRMED**, and **PAID** orders.

The KDS updates in real-time, so nothing is ever missed! Modifiers and allergies are clearly labelled as well. Most importantly, nothing is sent to the kitchen without your approval.

The KDS interface is divided into three main sections: Pending, Confirmed, and Paid. Each section displays orders by table number. The Pending section shows items with their quantities and any modifications. The Confirmed section shows items that have been approved for preparation. The Paid section shows items that have been paid for, with partially paid orders in yellow and fully paid orders in white.

Confirm

Just like a traditional POS, orders are displayed by table number. Each **Pending** order can be confirmed all at once or by individual item, if you'd like to course out the meal. You can reject an order/item as well from here if needed.

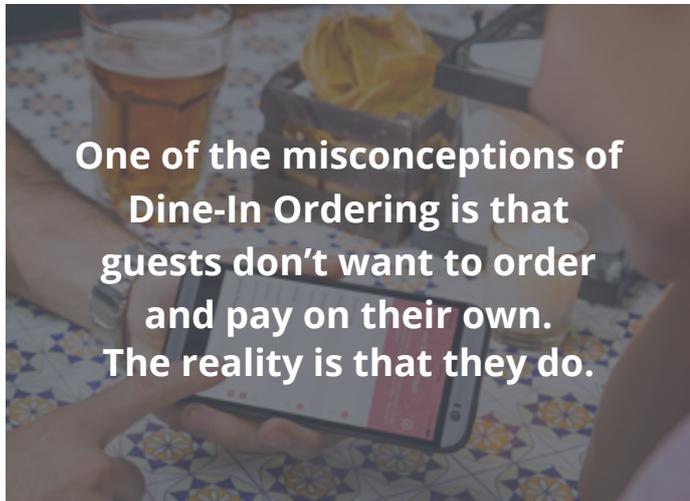
Prepare

Once an item is **Confirmed** by a server, they should have entered it in your house POS and sent to the kitchen to prepare. Diners will be notified at this time that their order is confirmed and on its way shortly.

Close Order

Once a diner has paid for their order it is automatically moved into the **Paid** column. Partially paid tabs show up in yellow, and a fully paid order is white. If for some reason an unpaid order has been cancelled by a server before payment is made, it will show in red. You can press **Close Order** to remove it from the KDS. It can still be accessed later from the Order History tab.

FAQs for Guests



Here's Why:

- It's faster and safer.
- It removes the need to wait for a server.
- It puts the guest in control of ordering and paying.
- It reduces order mistakes by streamlining the line of communication to your kitchen.

How do I use the QR code?

Open your camera app on your phone and hold your camera over the code as though you were going to take a picture. Your camera will detect the code automatically (no need to take an actual picture) and surface a notification at the top of the screen. If you tap the notification, you will be taken to the dine-in ordering menu where you can place your order and pay.

Why is this new system being used?

Contactless ordering helps us to reduce our COVID-19 risk on behalf of guests and staff. It also helps us to operate more efficiently given reduced seating capacity and staffing.

Why do I have to enter contact tracing details?

In some regions contact tracing is government mandated for all dine-in guests in the off chance there is a COVID safety concern. Your information is stored in a secure, encrypted server. We only have access to the data in the event of a safety concern, your guest data is automatically deleted after 30-days.

What if I want to add to my order later?

You can easily do this from the same phone. Instead of waiting for a server, add to your tab as you wish, and order as many times as you'd like during your meal.

Do I have to pay before I receive my meal?

Nope! (but you can if you want). When you're ready to check out, simply navigate to the **Pay** screen and choose your preferred payment method. Bill splitting is also super easy among your table mates.

Why do the diners pay a service charge to use OrderUp?

Our primary mission at OrderUp is to maintain a completely **FREE** platform for our restaurant partners. We polled hundreds of diners and restaurants and learned that a small service fee was non-issue when considering systems like ours helps restaurants to provide a faster and safer dining experience for them.

Congrats!

You've finished the playbook. By now you should feel more confident with getting your guests and your staff using **contactless ordering and payment**.

Contact Us

We're always here to chat!

Looking for a demo? Have more questions?

partners@orderup.ai

Remember:

- If you're dealing with **reduced seating capacity** and fewer staff, this tool is for you.
- Going digital means **replacing paper, reducing contact, and eliminating wait times**.
- Once acquainted with the tool, servers find it helps them be **more effective** at their job.
- Diners **crave immediacy** and wait times cause impatience. They enjoy the ability to easily order (and add follow-up add-ons) as soon as they know what they want, as well as paying without having to flag anyone down.

We are here to support restaurants!

FREE
for life

As industry members ourselves, we are proud to offer OrderUp at no cost to restaurants

Pick the solution that fits the best for your operations:

Contact Tracing & View Only

Encrypted contact tracing software + a mobile friendly digital menu

Order & Pay

Includes the above + mobile ordering & payment functionality and KDS. A small convenience fee paid by the diner at checkout.