

CAPITAL

Æ1

Powered By

ÆTHER

BASIC SERVICE

“Welcome to the "Basic Service Package" presented by Capital Æ1. In this document, you'll find a straightforward outline of essential services crafted to streamline your restaurant's daily operations & online presence. While labeled as "basic," the value & impact of these services are anything but. Our goal is to provide foundational support that allows you to focus more on “In-House” & less on the complexities of digital management. Dive into the details of what we offer & discover how our partnership can simplify your workload, ensuring your restaurant thrives in today's competitive landscape.”

—Æ1—

BASIC ADMINISTRATION & REPORTING

This Package encompasses all features available on the third party 'Manager' link. We understand that you, as a restaurant, partnered with many third party deliveries may lack the time to execute both "In-House" as well as "Online" operations (Basic Reporting & Administrative tasks) while on the move.

Capital Æ1's purpose is to provide an efficient service, enabling you "The Client" to concentrate on "In-House" management while we take care of the "Online" operational duties.

Æ1'S OBJECTIVE

Our objective is to enable you "The Client" to minimise concerns about online delivery operations, allowing "The Client" to prioritise their in-house operations.

This involves managing essential third-party backend tasks accessible through the 'Manager' link.

SERVICE OFFERINGS

Below are the following Administrative Features & Services

Administrative Features & Services

	Feature	Service		Feature	Service	
1	Review Management & Customer Feedback Analysis	Efficient Handling of Customer Reviews and Analysis of Feedback	5	Invoices	Invoice Verification & Compliance Checks	
2	Sales Analysis & Dispute Management	Total Sold Items	6	Configuration & Site Management	Openings Hours	
		Resolution of Refunds & Disputes			Site Status	
3	Real Time Order Monitoring & Inventory Management	Order Monitoring			Days Off	
		Inventory Management Stock Levels	7	Value Programme Support (If Applicable) Additional Charge	Price Appeal	
4		Customise Settings			Improving Operational Metrics	
	Menu Optimisation	Item & Price Updates				

Below are the following **Reporting & Marketing** insights this Package offers.

The Following Services shown below are limited to basic capabilities.
If advanced support is needed, consider a package upgrade.

REPORTING

	Feature	Service		Feature	Service	
1	Insights	Total Sales Revenue	4	OrderOverview	Order Status	
		Completed Order Count			Orders Delivery	
		Average Order Value			Delivery Dates & Time	
		Average Star Rating			Order Subtotal	
2	Tracking	Adherence rate (Opening Hours)	5	Efficiency	Order Preparation	
		Number of Rejected Orders			Order to Rider	
		Reasons for Rejection			Busy Mode	
3	Who's Ordering? Know Your Customer	Existing Customers	6	Product Performance	Quantity of Items Sold	
		New Customers from Offers			Quantity Per Item	
		Menu Engagement(Conversion Rate)			Subtotal Per Order	

NO CONSULTATION

NOT INCLUDED

- Visuals / Charts
- Performance Overview & Trend Analysis
- Action Points & Decision

Below are the following **Marketing Features**.

MARKETING

	Feature	Service		Feature	Service	
1	Marketing Offers Results	Number of Orders	2	Marketing Adverts Results	Menu views	
		Gross Revenue			Number of Orders	
		Discount Spend			Sales from Advert (£)	
		Net Revenue			Number of New Customers	
		New Customers				
		Repeating Customers				
		Lapsed Customers			Number of Returning Customers	

NO CONSULTATION

If the Client wishes to be consulted or given an in-depth analysis, the Client is allowed to add a service of their preference or can consider an alternative Service Package.



Thank you again for considering Capital Aether 1 as your partner in navigating the complexities of the food delivery industry.

We understand that every restaurant's needs are unique, & that's why this package is designed with flexibility at its core.

We look forward to the opportunity to work together and contribute to your restaurant's continued growth and success.