

# CAPITAL

# Æ1

*Powered By*

# ÆTHER

# ADVANCED SOLUTIONS

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*“Welcome to the "Advanced Service Package" offered by CAPITAL Æ1.”*

*“In this document, you'll find a straightforward outline of essential services crafted to streamline your business's daily operations & online presence. Our commitment is to provide your business with a deeper level of support and expertise. With a focus on fostering your success, we warmly invite you to explore the sophisticated solutions and personalised strategies that make up your chosen package, designed to align with and amplify your business objectives.”*

*—Æ1—*

# ADVANCED ADMINISTRATION, REPORTING, MARKETING, & CONSULTATION

Capital Æ1's purpose is to provide a consultation service along with performance improvement & reporting insights tailored to offer strategic guidance based on performance results.

This package is perfect for those who require an expert's touch in areas such as menu optimisation, targeted marketing strategies, and operational improvements.

With our '**Advanced**' service, our knowledge and experience can also be utilised as the forefront of your business when encountering your dedicated third party account manager to support with building a stronger relationship and negotiating better deals.

## 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** insights

REPORTING & CONSULTATION AVAILABLE

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	

INCLUDED

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

Below are the following **Marketing Features** insights

# MARKETING CONSULTATION AVAILABLE

## 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			Number of Returning Customers	
		Repeating Customers				
		Lapsed Customers				

[Click here for more information](#)

## CONSULTATION

### Tailored Advice

Our Account Managers will provide personalised consultation based on the specific challenges and goals of each restaurant, ensuring that strategies are aligned with the restaurant’s unique brand and customer base.

### Regular Check-Ins

Our Account Managers will schedule regular meetings or calls to discuss progress, adjust strategies as needed, and maintain a proactive approach.



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.