CHAPTER 6

APPLICATIONS OF ONLINE FOOD ORDERING SYSTEM

The following list specifies the applications of online food ordering system :

1. It's just one click away

Today, more than ever, people can easily order online thanks to the smartphones and tablets. Whether on a break, stuck in traffic, or riding the bus, virtually anyone will place an order quickly and painlessly.

2. It's fast, easy and comfortable

In a nutshell, your customers choose to order food online because it's literally at their fingertips. Virtually anyone with a smartphone can order food online from your restaurant.

3. Because it's visually appealing and stimulating to ALL of the hungry customers

Hungry customers order much more food online. That can be translated into bigger and higher orders and a significantly larger stream of revenue fueling your accounts.

4. No misunderstandings and no frustrations

One of the biggest issues with phone conversations is that misunderstandings can happen quite easily. Usually due to the noise, either in the restaurant or on the other end of the line, all it takes is one simple mistake to compromise an order and frustrate a customer. With online ordering, all preferences are specified directly by the customer, so there is no room for confusions or misunderstandings.

5. Online food ordering is opened 24/7

Your restaurant might not be opened 24/7, but your online ordering system surely is. And it can help you make money even while you sleep. By using an online food ordering system, you give your clients the flexibility to place the orders whenever it's most convenient for them. Even if that happens outside your business hours. And this can help scale your order size considerably. Because they can easily choose to schedule a preferred pickup or delivery time within your working time.

6. An online menu is simpler to manage

It is much easier and considerably cheaper (or even free) to create and maintain a great looking menu that will impel your customers to order from you every time they see it. Not only do you get rid of the burden of printing and relieve yourself of the printing fees, but you also gain a great deal of flexibility in changing the menu whenever you want.