



# **Competitor Research Report**

## **Admin CRM & Merchant POS Management**

The purpose of this document is to compile and summarize the research conducted based on competitors listed and mentioned by the stakeholders, identifying trends and listing opportunities based on best, good & bad practices.

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# Context

A competitor research was conducted as a starting point to determine what features are being used, which can be categorized into two area of focus:

a. Admin Service CRM Platform

Admin platform for vendors are associated with the management of acquired restaurateurs, and the handling of such between vendors and their restaurateurs. The platform utilizes CRM systems that specializes with customer care and handling, often associated with Service CRM Systems.

Service CRM systems are CRM systems designed to help assist in customer management and interaction within an organization. The main purpose of a Service CRM system is to streamline and optimize customer service processes, and improve the overall customer experience.

b. Merchant Management Platform

Merchant management platform is a system that restaurateurs (restaurant owners) utilize to manage the in-store operations of their restaurants. This can include but not limited to: POS system, order management and customer management. There are two levels that encapsulate the whole system:

- a. Managerial levels for restaurateurs (restaurant owners) to use in daily operations of their restaurants.
- b. End-user level interfaces for consumers to use for online ordering (OOS) within the domain of a restaurant.

The competitors that will be looked throughout are listed below:

<b><i>Focuses</i></b>	<b><i>Competitors</i></b>
Service CRM Platforms	Lightspeed Deliverect Butlaroo Uber Eats SiteDish
Merchant MGMT Solutions	Hubspot Zendesk Zoho Pipedrive

# **Admin Service CRM Platform**

Based on the competitor analysis, CRM platforms offer a wide variety of features and functionalities that are made available for the users to personalize. Generally, those must-have features are:

1. Workflow Automation
2. User Onboarding
3. Analytics & Reporting
4. Forecast & prospecting
5. Email (communication) management & handling
6. Team collaboration & employee performance tracking
7. Security and compliance
8. Third-party integration
9. Personalization & customization
10. Customer service

When combined with Obero's current Admin Platform, it can be stated that Obero is tailoring its platform towards a real-life use case of managing businesses within the foodservice industry, which renders some features irrelevant for use. After careful observation of Obero's current platform, the important features relevant for the Admin platform are:

1. User onboarding
2. Customer service
3. Analytics & reporting

Which concludes the purpose and function of the admin platform: managerial level of restaurants available and its associated owners. This also proves major solution prioritization towards the merchant management instead, as vendors have access towards each restaurants that are managed by them.

The best, good and bad practices for service CRMs & general management platforms are:

Statement	Practice Type (Best/Good/Bad)	Associated Competitors
Ready-made templates for platform usage tailoring/customization	Best	HubSpot Zendesk Pipedrive
User freedom to close guides/practice tips	Best	HubSpot
Multistep and progress bar utilization for process-based scenarios	Best	HubSpot Zendesk
Multiple Dashboard Creation	Best	HubSpot Zoho Pipedrive
Customer Service & Support	Best	HubSpot Zendesk Zoho Pipedrive
Similar design elements and layouting (Modular)	Best	HubSpot Zendesk Zoho Pipedrive
Filter system	Best	HubSpot Zendesk Zoho Pipedrive
Inbox & Ticketing	Good	HubSpot Zendesk Zoho
Data Analytics & Reporting, Import & Export	Good	HubSpot Zendesk Zoho Pipedrive
Guided onboarding throughout first-time initialization processes	Good	HubSpot Zendesk Pipedrive
Third-party Integration	Good	HubSpot Zendesk Pipedrive
Account & Data Management	Good	HubSpot Zendesk Zoho Pipedrive
Not available (unresponsive screens) for mobile screens	Bad	HubSpot Zendesk Zoho Pipedrive
Hidden configuration controls/tools	Bad	Zendesk
Infodumping features (overwhelming)	Bad	HubSpot Zoho

# Analysis

Based on the practices table, some interesting points can be concluded, that:

1. A CRM platform should have modular and cohesive design elements that are re-usable for building the features within the platform.
2. Access to customer support must always be available at all times to avoid long resolve time and building efficiency, dependency and loyalty for users.
3. Filtering system is a must-have feature throughout listing data.
4. Ready-made templates make for quick and easy customization that saves time and learning curve for users.
5. Having the ability to create and have multiple dashboards can be a big opportunity for better handling and management of inter-related departments.
6. Onboarding will always remain as a fundamental aspect when introducing a powerful tool/ platform.
7. Some form of personal account management must always be available.
8. Third-party integrations should be available and encouraged as a norm for CRM platforms.
9. All competitors currently do not have a responsive platform that can directly be utilized within mobile phones.
10. Showcasing all available features straightaway into the platform will be overwhelming for larger, less-experienced audiences.

# Merchant Management Platform

Based on the competitor analysis, the merchant platform is referred to as Online Ordering System (OOS) platform that encapsulates: merchant management platform (the ones that are used by the restaurant owners and its associates) and consumer mobile ordering system (apps used by customers to order). Dispatch management (or online delivery) are also sometimes available as a feature offered within the merchant management, but everything is tied onto one use case: in-store operational management.

OOS are essential for efficient business growth and enhancement of brand exposition and marketing, due to its powerful usage for consumers to conduct ordering within the palm of their hands.

With the right display of information, OOS platforms provide better accuracy of prices and user feedback, creating a smart digital experience for consumers to order without long periods of time and/or interaction with employees.

Based on observation and eventual co-creation of Obero's current merchant platform, the main required features available within the platform are:

1. Point of Sales Management
2. Merchant Management
3. Menu Management
4. Customer Benefits Management
5. Financials
6. Reporting
7. Integrations

With this piece of information, an observation of other competitors that offers OOS solutions are conducted to find any trends or opportunities that may be utilized and incorporated during the definition process.

The best, good and bad practices for OOS systems are:

Statement	Practice Type (Best/Good/Bad)	Associated Competitors
User onboarding	Best	Deliverect
Dashboard overview	Best	Lightspeed Uber Eats SiteDish
Devices overview	Best	Lightspeed
Floor planning & Table Management	Best	Lightspeed SiteDish
Guest List	Best	Lightspeed SiteDish
Consumer App Configurator	Best	Lightspeed Butlaroo SiteDish
In-App chatbot support	Best	Lightspeed SiteDish
Disabling certain orders (soldout, unavailable)	Best	Deliverect
Available Free Trial/Demo	Best	Lightspeed Butlaroo Uber Eats
Built-in Marketing Tools	Best	Uber Eats SiteDish
Hardware POS	Best	Lightspeed Butlaroo SiteDish
Order Status & Management	Good	Lightspeed Deliverect Butlaroo SiteDish
User Management	Good	Lightspeed Deliverect Butlaroo Uber Eats SiteDish
Customer reviews	Good	Lightspeed Uber Eats
Menu items Management	Good	Lightspeed Deliverect Butlaroo Uber Eats SiteDish
Financial Management	Good	Lightspeed Uber Eats SiteDish
Reporting	Good	Lightspeed Deliverect Uber Eats SiteDish
Integrations	Good	Lightspeed Butlaroo SiteDish



# Analysis

Based on the practices table, some interesting points can be concluded, that:

1. Some specific features offered within POS systems may not be available at other competitors.
2. Onboarding and user-centered tools are essential for giving user control.
3. Establishing hardware POS may be a beneficial diversification method, but should function cohesively, sharing information with other systems.
4. Many competitors share a free trial/demo opportunity to test out their solutions.
5. Personalization and customization opportunities should be kept available and open for restaurateurs.
6. All 'good' practices are part of POS systems, which are required to have within the platform.
7. Built-in configurators and external integrations are fundamental.
8. Clear distinction between different POS solutions for specific target users are fundamental. The challenge lies in creating a cohesive system that is shareable across different users within the managerial level of the restaurant.
9. Customer reviews are essential to know, hence providing a place where user reviews can be input is essential.

# Summary

In conclusion, based on competitive analysis between competitors within the CRM and OOS solutions, the main features necessary for Obero to implement within their current platform are:

1. Direct and clear user onboarding, associated with progress bar that is toggle-able, for effective guidance, easy learning, and user freedom.
2. Customizable platform filled with features that are easy to install and remove.
3. Choice to allow creation of multiple dashboards that are accustomed towards the users' needs.
4. Filter system that invokes less clicks and more functions to sort out various datasets.
5. Frequent usage of icons and text to simplify design interfaces and familiarize users with efficient design processes.
6. Responsive interfaces for all solutions to encapsulate usability throughout different use cases (to be used anytime, anywhere regardless of the screen sizes).
7. Simplify technical jargons (especially for POS systems) so that restaurateurs can utilize much easier without the need of support.

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# Appendix

## Appendix 1 — Competitive Analysis: Admin CRM Platform

Competitor	Features	Description	Affiliated Feature
HubSpot Service Hub	Guided Onboarding & Registration	Multistep onboarding with guidance via pop-ups and centered options	Onboarding
	Extra layer of Onboarding via traineeship	Extended onboarding via crash course practice with completion/ progressbar	Onboarding
	Tailoring based on preference of usage	Choice within onboarding that asks user which field of expertise they specialize in and for what purpose are they using this platform	Personalization & customization
	Customer service integration with Whatsapp		Third-party integration Customer service
	Inbox	Contains all related messages, tickets, and other communication methods	Email mgmt Task-related msgsg
	Livechat connection & Chatflow creation	Livechat features + ability to create custom chatflow interaction with visitors of web-products	Customer service Workflow automation
	Form connection and automation	Connect and respond to submission forms via inbox	Workflow automation Customer service
	Tickets	List of issues/requests from customers. Comes with basic filtering	Customer service
	Contacts & calls list	List of all gathered contacts, calls, potential leads available	Analytics & real-time data
	Export Data	Able to export data into CSV format	Reporting
	Create Your Own Dashboard	Customizable dashboard filled with templates tailor-made according to which data you need to view. Can create and have multiple dashboards	Workflow automation Analytics & real-time data
	Account & Data management	Manages data, general compliance, security, preferences, users and teams available	Security & compliance Team collaboration Employee tracking
Pros		Cons	

<ol style="list-style-type: none"> <li>1. Cohesive design elements throughout the platform</li> <li>2. Clear distinctions between specific pages (headers, page numbers)</li> <li>3. Presence of pop-up guidance through every page</li> <li>4. May be easy to follow for new users</li> <li>5. Option to close all hints/guides</li> <li>6. Progressbars available for estimation of user's mastery on the platform</li> </ol>	<ol style="list-style-type: none"> <li>1. Not mobile-friendly</li> <li>2. Too much clutter of instructions</li> </ol>
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Competitor	Features	Description	Affiliated Feature
Zendesk	Onboarding w/ multistep		Onboarding
	Verification via direct open link for SSO login/resgistration		Onboarding
	In-app onboarding	Clear with instructions, progressbar and completion status Demo videos available, and customer stories (of those that use Zendesk)	Onboarding
	Account management and team member management		Personalization & customization Employee tracking
	Email, Livechat, and Help center Customer service		Customer service Workflow Automation Email mgmt
	Ticketing system		Cust service
	Designing tools	Design tools available for custom design sites using pre-built templates	Personalization & customization
	Reports and analytics via Zendesk Explore	Data viewing, real-time visualization	Analytics & real-time data Reporting
	Apps and integrations	Connecting business tools and other external third party apps via Zendesk Marketplace	Third-party integration
	Livechat customer support for users of platform	If help is required, it is possible to ask chatbot within platform	Customer service
<b>Pros</b>		<b>Cons</b>	
<ol style="list-style-type: none"> <li>1. Simple organization-based interface</li> <li>2. Management mostly in one place</li> <li>3. Grouped configurator tools</li> <li>4. Great use of colors and negative space</li> <li>5. Guided tooltips and pop-up guides</li> <li>6. User-friendly onboarding experience</li> <li>7. Real-time data and reporting generation based on existing tickets</li> </ol>		<ol style="list-style-type: none"> <li>1. Not mobile-friendly</li> <li>2. Hidden configuration tools</li> <li>3. Usage of in-app tabs which may clutter workspace</li> </ol>	

Competitor	Features	Description	Affiliated Feature
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Zoho CRM	Lead & Contact & Customer management	List of contacts, leads and customers available for sorting, filter and management	Email mgmt task-related msgs cust service
	Task & meeting mgmt	Manage tasks and meetings available	task-related msgs
	Homepage customization	Customizable homepage filled with templates tailormade according to which data you need to view. Can create and have multiple homepage	Workflow automation Analytics & real-time data Personalization & customization
	Real-time notifications (aka Signals)	Configure alerts and notifications	Task-related msgs Customer service
	Calendar view	View, amange and make future plans with calendar view	Forecast & Prospecting
<b>Pros</b>		<b>Cons</b>	
1. Modular cards at dashboard 2. Straightforward layout 3. All actions are presented upfront 4. Filter system available at all list mgmts on the left side of the screen		1. No onboarding 2. Not mobile-friendly 3. Requires high technical jargon to manage 4. Cluttered interface 5. Not the most responsive site 6. Overwhelming pages	

Competitor	Features	Description	Affiliated Feature
Pipedrive	Onboarding	Presence of user onboarding including preferencial usage and job positions	Onboarding
	Data Import	Import existing data files	
	Email and Calendar Sync	Synchronize email inbox and calendar	Email mgmt and handling Third-party integration
	Contacts Sync	Synchronize existing contacts	Third-party integration
	App integrations via Marketplace	Integrate with apps from Marketplace	Third-party integration
	Pipedrive Mail	Check mails and inboxes within Pipedrive	Email mgmt
	Lead and Sales Management	Manage potential leads and sales, including forecasting features	Forecast & Prospecting
	Dashboard Insights	Sees insight of data within dashboard. Able to add and remove cards/modules	Analytics & real-time data Personalization & customization
	Sales forecast	See forecast based on data inputs	Analytics & real-time data
	Project Management	Conduct and manage projects within Pipedrive's CRM	Team collaboration Employee tracking
	Multiple dashboard creation	Able to create multiple dashboards according to different needs and scenarios	Personalization & customization

Pros	Cons
<ol style="list-style-type: none"> <li>1. Fresh and balanced interface between functional and aesthetic (Aesthetic-Usable)</li> <li>2. Available recommended add-ons per feature</li> <li>3. Modular cards that are movable via drag and drop function within dashboard</li> <li>4. Encouragement of integration with other apps</li> <li>5. Abundant combination usage of text and illustrations</li> <li>6. Clear navigation and user error</li> <li>7. Usage of multiple sidebars for shell-navigation</li> </ol>	<ol style="list-style-type: none"> <li>1. Too much persuasive attempts at user</li> <li>2. Not mobile-friendly</li> <li>3. Hidden subscription plans within platform</li> </ol>

## Appendix 2 – Competitive Analysis: Merchant MGMT Platform

Competitor	Features	Description
Lightspeed	POS System, Loyalty, Self-order menu, Kitchen Display, Customer Facing Display, Payments, Delivery, Order Anywhere, Integrations, Hardware	
	Dashboard	Showcases revenue, receipts, and customers
	Reporting	Encapsulates daily, weekly and monthly reports of operations
	User management	Manages affiliated employees and user groups (employee, chefs, etc)
	Floor Planning	Visual configuration of floors within restaurants
	Devices Overview	Sees list of available devices
	Printers	Printer module and printer templates to print bonds or checks
	Company setting and configurator	Personalize your company
	CFD (Customer Facing Display)	interface that customers see to interact in order-related cases
	In-app chatbot support	Chatbot available for extra help
	Task creation and logs	See your history of tasks made within a certain time period
	External Integration	Requires talking to an expert for setup
<b>Pros</b>		<b>Cons</b>
<ol style="list-style-type: none"> <li>1. Great usage of color coding and categorization</li> <li>2. Easy navigation and powerful sidebar</li> <li>3. Combination of visual and quantity data</li> <li>4. Great configurators</li> <li>5. Powerful tools available for direct usage</li> <li>6. Digital operational management via users and task logs</li> </ol>		<ol style="list-style-type: none"> <li>1. External integrations that require expert setup</li> <li>2. Less user-friendly features, however is usable</li> </ol>



Competitor	Features	Description
Deliverect	Delivery Manager App, Order MGMT, Menu MGMT, Insights Online Ordering, Kitchen Display, Dispatch, Pickup MGR	
	Operations Reports	Overview of tasks/changes made; version history
	Orders	List of order histories, including revenue, average valeus, and missed revenues
	Locations	Contains channel links to which you can setup with other ordering platforms (deliveroo, uber eats, etc). Syncing changed products from the POS system is possible to ensure that all items are in sync within different channel links.
	Menus	Menu management system (setup your menu list, order items, availability etc
	Snooze	Disable order items for a select period of time
	Inventory	Shows inventory list, with ingredients and stocks
	Products	shows order items, related products sold, configuring products to be sold
	Global Switching	Enters busy mode; pauses your online stores when there's too much traffic
	User Management	Manages users within the company
	Roles & Role Groups	Bundles access into roles & roles group for employees
<b>Pros</b>		<b>Cons</b>
1. Fine-tune menu for different delivery apps 2. Whitelabel system for easy configuration 3. Pleasant fonts for neurodiverse users 4. Demo video available for onboarding		1. Overwhelming feature list 2. Similar styling at every tab that may disrupt user focus and creates navigation error

Competitor	Features	Description
Butlaroo	Mobile Ordering & payments	Pay and order from your mobile via QR ordering
	Integrations	Integration available with several third-party apps
	Account	User accounts for noting allergens, history orders and personal configurations
	Order Menu and History	Shows order menus, history of ordered items
	Butlaroo Kiosk	Self-service kiosk system for in-store ordering experience
<b>Pros</b>		<b>Cons</b>
1. Simple and efficient mobile ordering and payment solutions 2. Whitelabel solution that can easily be changed with any store/design		1. Does not offer full demo of management 2. Not the fondest app layout 3. Functional, but not the most eye-catching design components 4. No onboarding

Competitor	Features	Description
Uber Eats	Menu maker	Menu Management Tool for adding and configuring menu items
	Feedback	List of customer feedbacks and ratings
	How-to guide	Onboarding experience for new users
	Analytics	Real-time data visualization
	Reports	Reporting based on gathered operational data
	User Mgmt	Management of employees or users of the platform
	Marketing	Marketing strategies and solutions using automation
	Documents	List of documents available for users
<b>Pros</b>		<b>Cons</b>
1. Clean and versatile platform layout 2. Simple naming and indications 3. Great usage of navigation and menu tabs 4. Straightforward tools for fixated use cases 5. Complete guidelines and user support		1. No free trial/demo

Competitor	Features	Description
SiteDish	Order Site & App	Consumer-level ordering site and application
	POS System: <ul style="list-style-type: none"> <li>- Order Management</li> <li>- Table Function</li> <li>- Archive</li> <li>- Card overview</li> <li>- External integrations</li> </ul>	<ol style="list-style-type: none"> <li>1. Multi-screen ordering</li> <li>2. Visualized overview of in-store processes</li> <li>3. Sales reporting and operations overview</li> <li>4. Table booking</li> </ol>
	POS Hardware: <ul style="list-style-type: none"> <li>- Cash register</li> <li>- Order column/kiosk</li> <li>- Pincode</li> </ul>	Runs on any Windows devices
	DeliveryApp	Delivery Application for making deliveries Works for both android and ios Connected with main dispatch channel in mgmt platform
	Marketing Tools	Newsletter Push notifications Savingscard/loyalty programmes Lost customer (send messages to lost customers) Upselling (giving suggestions to customer orders) Dates (reporting and analytics saved)
<b>Pros</b>		<b>Cons</b>
<ol style="list-style-type: none"> <li>1. User centered website</li> <li>2. Friendly and feasible promises with evident images of system</li> <li>3. Cohesive system and features</li> <li>4. Simple interface, active customer support</li> </ol>		