

2025 | Omnicommerce

STO MVP

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Problem

BACKGROUND

Key Learnings from STO 1.0

Learnings	Reasons
1) POS integration is critical	<ul style="list-style-type: none">Standalone STO increased operational complexity: Without POS integration, standalone STO required cashiers to manually enter orders for the kitchen, which was time-consuming and increased the risk of human error.Standalone STO introduced tedious accounts reconciliation: As STO orders are not captured in POS, merchants have to reconcile orders made from both sources, which was time-consumingPOS integrated STO is an industry norm: Most competing STO solutions are observed to be POS-integrated.
2) Lack of resources for POS integration	<ul style="list-style-type: none">Integration delays: Due to the absence of integration managers to manage coordinationIntegration has a developmental cost: 3P POS partners are not willing to develop the API since the price can go up to \$40k to integrate.
3) Feature disparity in the market	<ul style="list-style-type: none">Feature gaps in Grab STO reduced PAX adoption: High friction as we required users to download the Grab app or create Grab accounts.Feature gaps resulted in limited MEX adoption: Issues range from the inability to apply Dine out deals and stamp cards, delays in generating QR codes, fraud issues, etc.

COMPETITOR ANALYSIS

Improvements to the ordering flow

Display categories upfront with search bar so that it's easier for users to navigate

All players show categories upfront for easy navigation
Large number of players enable takeaway functionality in their STO solution, especially MY.

STOREHUB

Xilnex

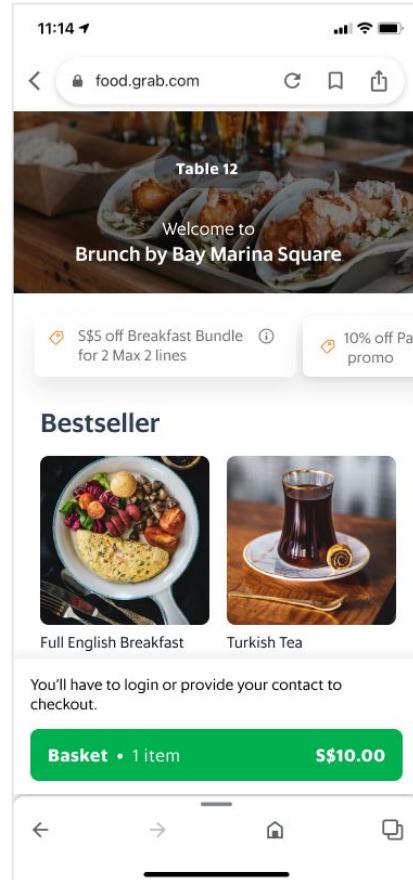


ePOS

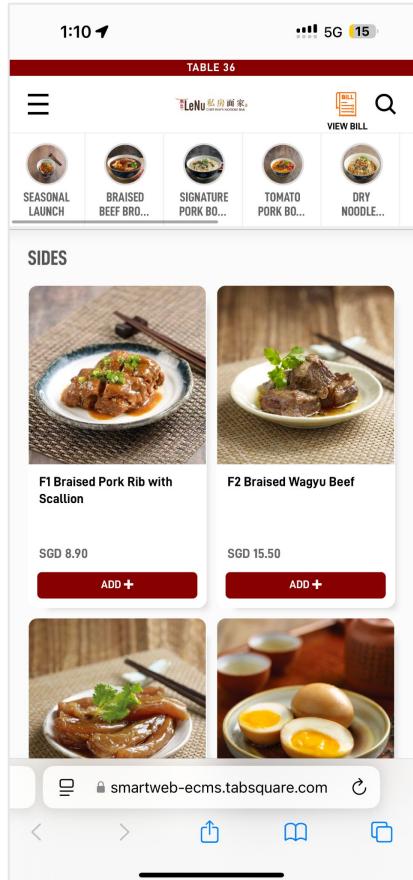
EasyEat

TABSSQUARE.AI

ZEONIQ



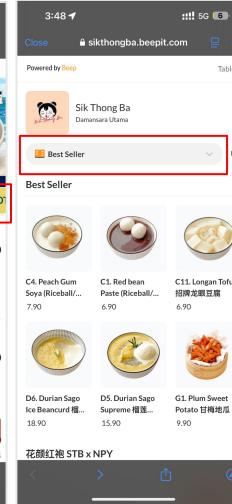
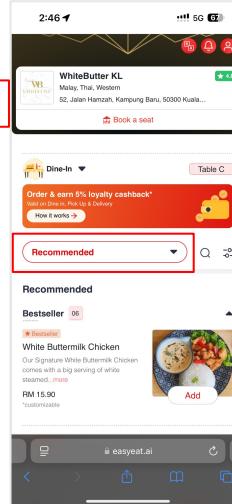
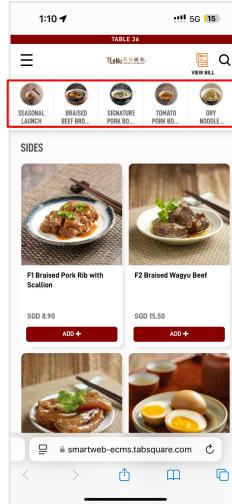
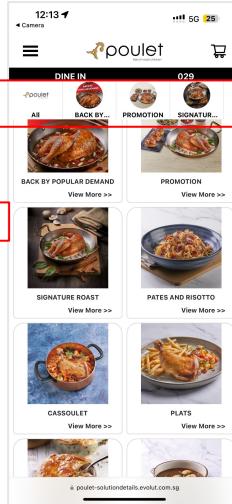
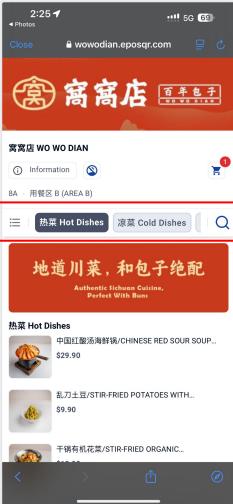
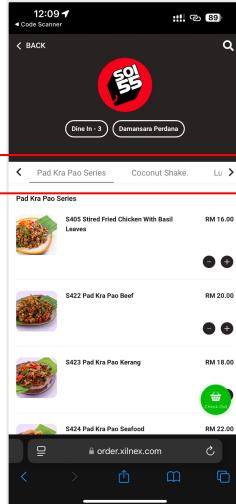
Grab



TabSquare

COMPETITOR ANALYSIS

Upfront Categories and Search Bar



COMPETITOR ANALYSIS

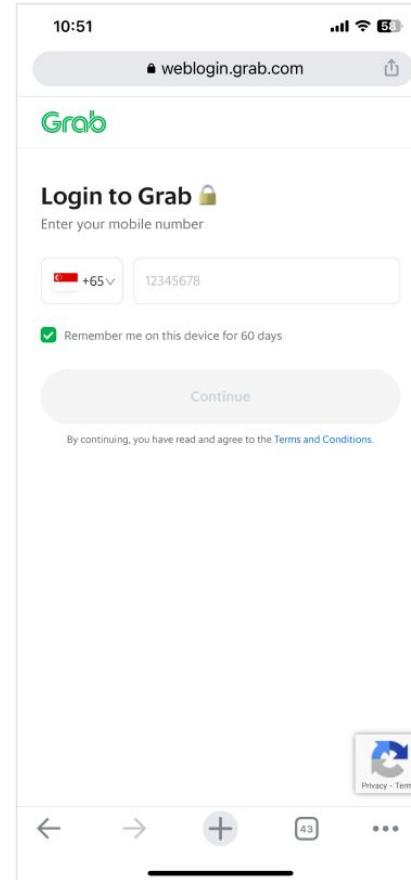
Improvements to the Payment Flow

Enable guest browser to order and pay without creating account on web

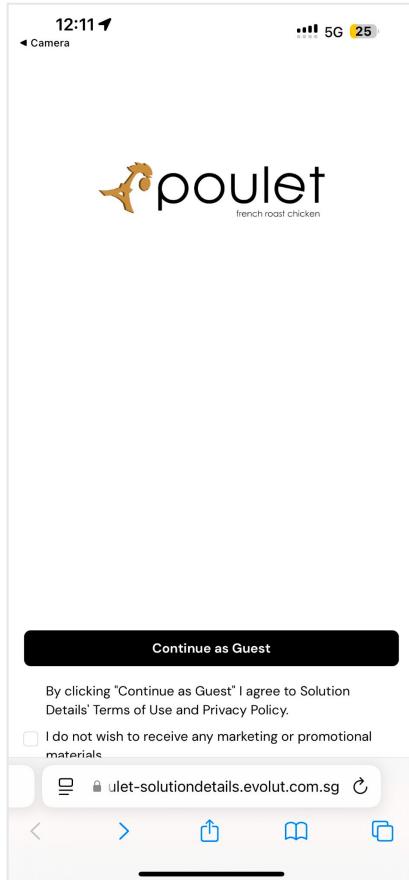
54% sessions dropped off during verification, and most players do not require login / account creation

Enable more payment methods

Many players offer the most common payment methods in the market such as TouchnGo, Promptpay and QRIS



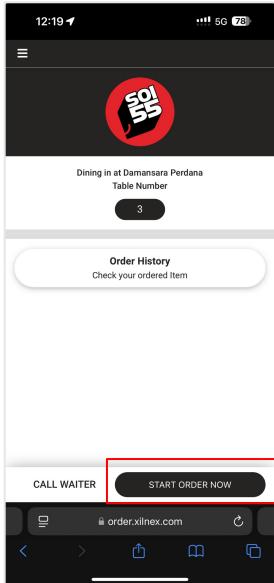
Grab



Solution Details

COMPETITOR ANALYSIS

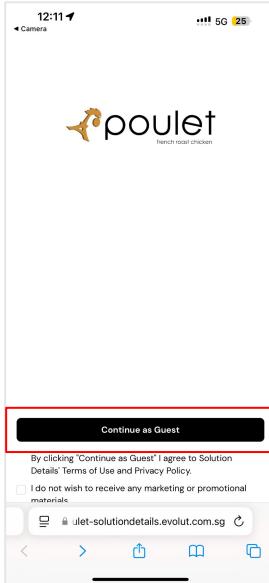
Guest Ordering



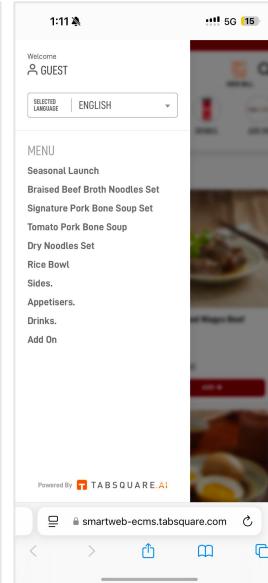
Xilnex



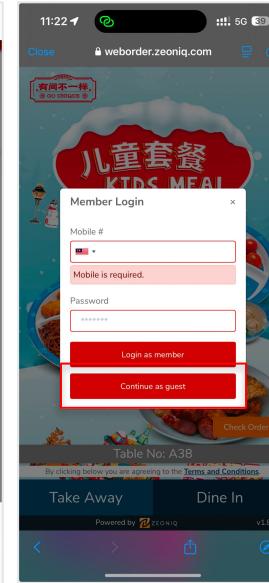
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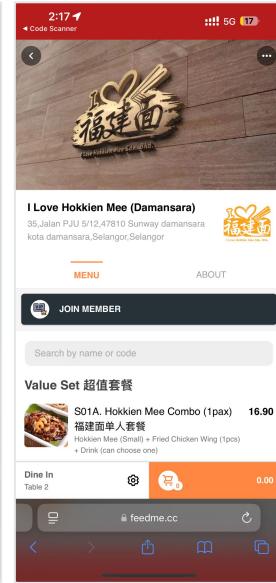
Solution Details



Tab Square



Zeoniq



Feedme

COMPETITOR ANALYSIS

Improvements to Invoicing

Allow all orders made by 1 table to be stashed under 1 invoice

Previous STO merchants requested for this to understand the AOV per table AND this is provided by almost all STO solutions

The image displays two side-by-side screenshots of mobile Point of Sale (POS) interfaces.

Grab POS Interface:

- Header:** Shows the time as 11:14, signal strength, battery level, and a yellow banner instructing users to "Keep this tab open to track your order" and "Forget something? You can still add dishes to this order".
- Section:** "Order for Table 12" featuring an illustration of a chef cooking.
- Message:** "Kitchen has received your order" with a note: "Want to make changes? Speak to merchant."
- Order Details:** Shows an order with item GF-456F and status "Preparing". It lists "1x Iced Latte and 1 more items".
- Buttons:** A large green "Add Dish" button and a blue "Contact Support" button with a hand icon pointing to it.
- Bottom:** Navigation icons for back, forward, home, and recent apps.

Zeoniq POS Interface:

- Header:** Shows the time as 11:38, signal strength, battery level, and a "Reader Available" message.
- Section:** "Order WO314731" from "Coretech solution". It includes the address: "GO UNIQUE ONE UTAMA SHOPPING CENTRE GNH Central Sdn Bhd (1289360-W) LG 308J, Utama Shopping Centre, Bandar Utama, Petaling Jaya, 47800, Selangor 03-3010 2291 (SSN NO: W10-2311-32000057)".
- Guest Check:** Information for "A38" including Order No: WO314731, Date: 04/12/2024 #1, Cover: 1, Cashier: JOEL, PRN ON: 04/12/2024 11:37 AM.
- Order Summary:** Shows the breakdown of the bill:

QTY ITEM	RM
*** Dine In ***	
1 Drunken Properous Claypot	28.80
1 SubTotal	28.80
Service Charge@10%	2.88
Service Tax@6%:	1.73
Rounding Adj	-0.01
Net Total	33.40
- Footer:** Buttons for "Tax Summary", "Taxable", "Tax", "Back to Menu", and the Zeoniq logo.

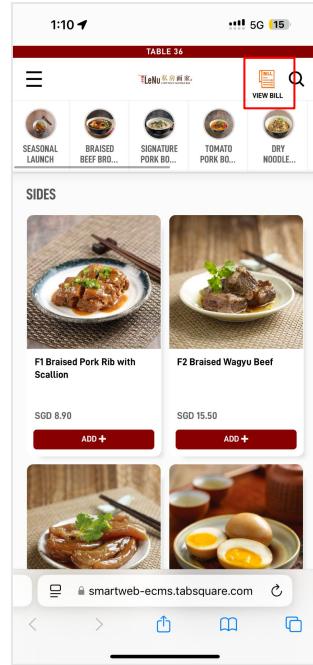


Grab

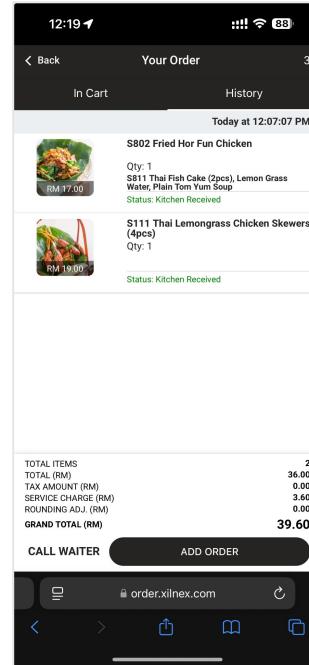
Zeoniq

COMPETITOR ANALYSIS

Table Invoice



Tab Square



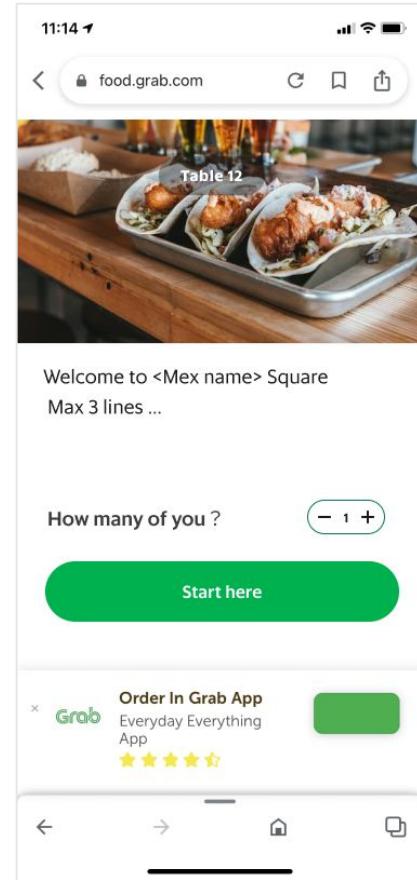
Xilnex

COMPETITOR ANALYSIS

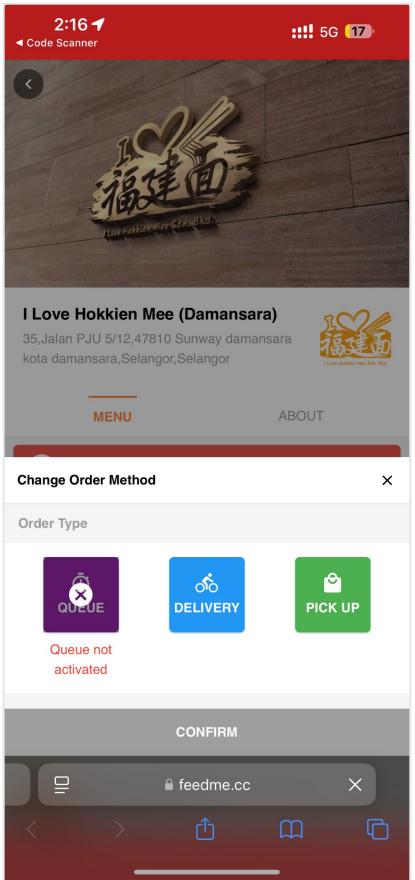
Improvements to ordering

Introduce takeaway functionality

Large number of players enable takeaway functionality in their STO solution, especially MY.



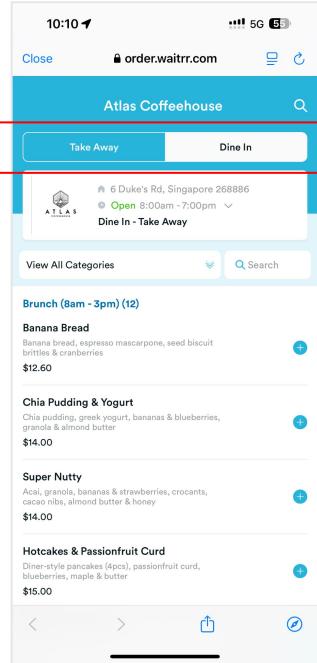
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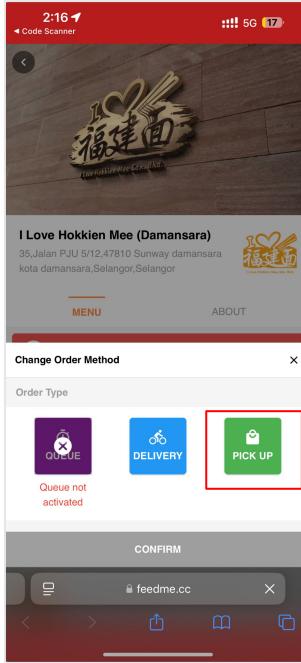
FeedMe

COMPETITOR ANALYSIS

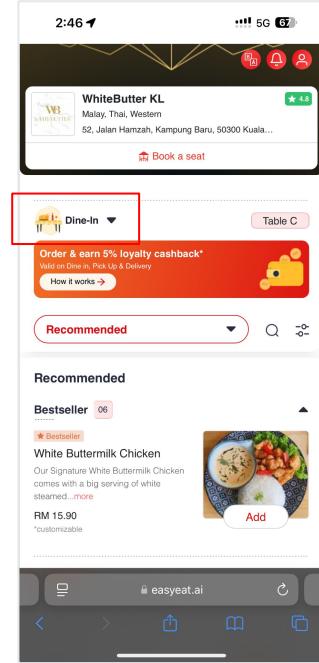
Support for Takeaway



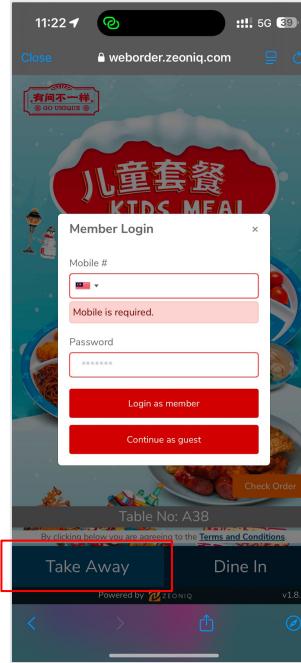
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Feedme



Easyeat



Zeoniq

REVAMP DETAILS

What will the new STO 2.0 look like?

Given there's several incumbents in SEA, we need a strong differentiator unique to Grab's position in the market. In STO 2.0, we will play to our strengths by leveraging the data we have about our customers to increase AOV for our merchants.

By incorporating Grab reviews in our menu to drive social proofing encourages users to order more based on recommendations, motivating merchants to prompt customers for reviews, which creates a virtuous cycle of review generation and enriched menu content.

Core Value Proposition to Merchants

- **[Differentiator] Increases AOV:** Display valuable highlights from past reviews and personalise menu based on past Deliveries and Dine out orders to drive larger orders.
- **[Differentiator] Insights & customer targeting:** Provides valuable insights into customer preferences and ordering habits, allowing for more targeted marketing and promotions
- **Operational Efficiency:** Reduces the need for physical menus and minimises the workload on staff
- **Cost Savings:** Lowers printing costs for menus and promotional materials, and need for more staff.
- **Increased Order Accuracy:** Minimises human errors in order taking, leading to fewer complaints.

REVAMP DETAILS

What's our focus?

Target Audience - Mex who value efficiency and growth

- Fast casual & Casual dining outlets
- Medium sized businesses under strategic POS partners

Focus Pillars

Enable POS integration	<ul style="list-style-type: none">• Establish strong partnerships with strategic POS partners to provide a successful STO solution• Offer attractive commercials to establish strong ties with these players and reduce disintermediation risk• Integrate with these POS players and ensure their POS interfaces meet our product expectations
Attain feature parity in market	<ul style="list-style-type: none">• Improve product experience to reduce friction in ordering and payment flows• Offer common payment methods in the market to be comparable with incumbents• Enable dynamic QR codes and allow merchants to self-serve where possible
Grow our differentiator	<ul style="list-style-type: none">• Enable social proofing and personalisation features to drive AOV• Build integrated deals and loyalty experiences in STO to drive loyalty take-up rate and bring added value through targeted marketing based on our improved understanding of customer behaviour in-store

Note: QSRs are not likely to use our STO solutions as they typically have their own kiosk or ordering solutions

REVAMP DETAILS

Summary of product changes

Reduce friction in ordering & payment flow

- Show categories upfront
- Introduce search bar
- Remove STO landing page
- Allow guest browsing and payment without creating an account
- Allow deals application in STO flow
- Allow stamp issuance in STO flow
- Allow users to sign up to LAAS in STO flow
- Enable takeaway function
- Gather all orders made by 1 table in 1 invoice
- Enable more payment methods - QRIS, DuitNow, PromptPay, PayNow

Increase AOV thru social proofing & personalisation

- Show "Most Ordered" and order count for top items
- Show "Most Recommended" for most liked items
- Provide personalised recommendations per pax (guests included)
- Enhance upselling algorithm
- Display item reviews to push for conversion

Empower merchants by self-serve functionalities

- Enable merchants to create static / dynamic QR codes on their own via POS
- Ability to filter STO orders on MEX app and portal
- POS Integration (i.e. Silom, Klikit, Zeoniq, Xilinx, GPOS, ESB)

Solution Overview

Recap: STO operation models

	<i>Serve now, Pay later</i>	<i>Pay now, serve later</i>
<i>Pay within STO flow</i>	Scenario 1 Serve now, pay later Pay within STO	Scenario 2 Pay first, serve later Pay within STO
<i>Pay outside STO flow</i>	Scenario 3 Serve now, pay later Pay outside STO	Scenario 4 Pay first, serve later Pay outside STO

Recap: STO operation models

	Serve now, Pay later	Pay now, serve later	
Pay within STO flow	Scenario 1 Serve now, pay later Pay within STO	Scenario 2 Pay first, serve later Pay within STO	<p>Scenario 1 creates additional workload for service crew to verify payment</p> <p>Typically, merchants do not prefer customers initiating payment because they cannot tell who has paid and who hasn't, which leads to a high risk of fraud.</p> <p>Requiring customers to inform service crew to initiate payment then paying on Grab STO is very cumbersome.</p>
Pay outside STO flow	Scenario 3 Serve now, pay later Pay outside STO	Scenario 4 Pay first, serve later Pay outside STO	<p>Scenario 4 is highly inconvenient for our customers</p> <p>It doesn't make sense for users to be seated to scan the QR code to order their food, then immediately head to the counter to pay.</p> <p>The more efficient flow would be for customers to order and pay directly at the counter before the meal is served</p>

Recap: STO operation models

	<i>Serve now, Pay later</i>	<i>Pay now, serve later</i>
<i>Pay within STO flow</i>	Scenario 1 Serve now, pay later Pay within STO	Scenario 2 Pay first, serve later Pay within STO
<i>Pay outside STO flow</i>	Scenario 3 Serve now, pay later Pay outside STO	Scenario 4 Pay first, serve later Pay outside STO

Static QR vs Dynamic QR

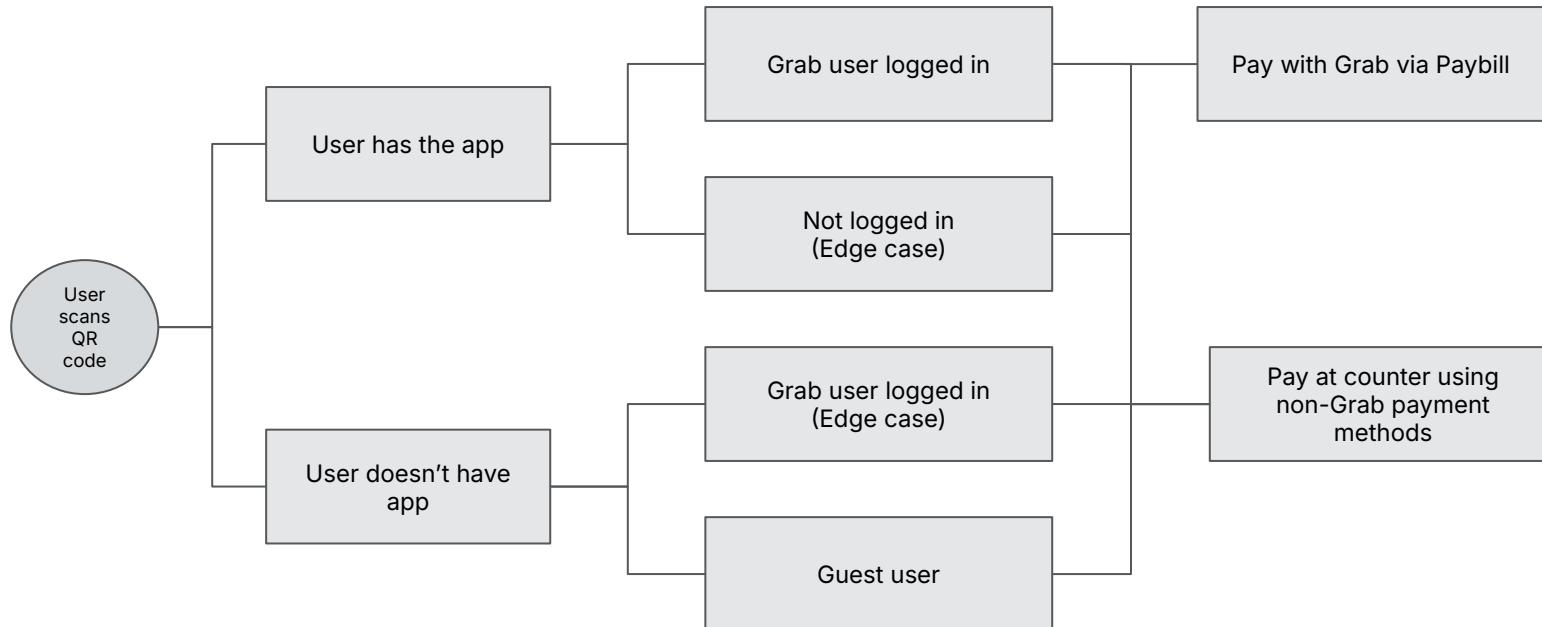
Most impt

Considerations	Dynamic QR (Recommended Path)	Static QR
Cost	✓ Cheap <i>(QR is part of receipt)</i>	✗ Expensive <i>(Need to constantly replace worn out QR. Purchasing durable protectors for static QR is also expensive)</i>
Preparation	✓ Low <i>(Done in-store using receipt printer)</i>	✗ High <i>(Requires printing shop to print)</i>
Analytics & insights	✓ Good <i>(Able to provide insights like table turn rate by time of day, day of week for both Order-Pay-Serve and Order-Serve-Pay workflows)</i>	✗ Limited <i>(Unable to provide insights like table turn rate or spend per group of customer at the table for Order-Pay-Serve workflows as we cannot distinguish whether a new order is placed by a new customer)</i>
Operation efficiency	✗ Low <i>(Restaurant staff has to keep printing new QR codes and passing it to customer)</i>	✓ High <i>(No action required during restaurant opening hours)</i>
Flexibility for table assignments	✓ High <i>(Able to adapt easily to offline table arrangement changes or reassignments)</i>	✗ Low <i>(Unable to dynamically adapt to offline table arrangement changes)</i>
Flexibility for queue management	✓ High <i>(Able to provide QR to customers while they are queuing to speed up table turns or provide QR to customers who are ordering for take-away)</i>	✗ Low <i>(Not feasible to provide QR to customers while they are queuing to speed up table turns or provide QR to customers who are ordering for take-away)</i>

PAX User Flows

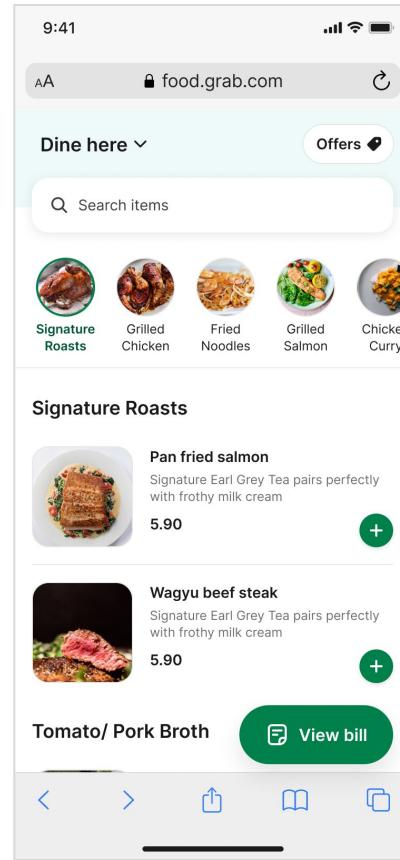
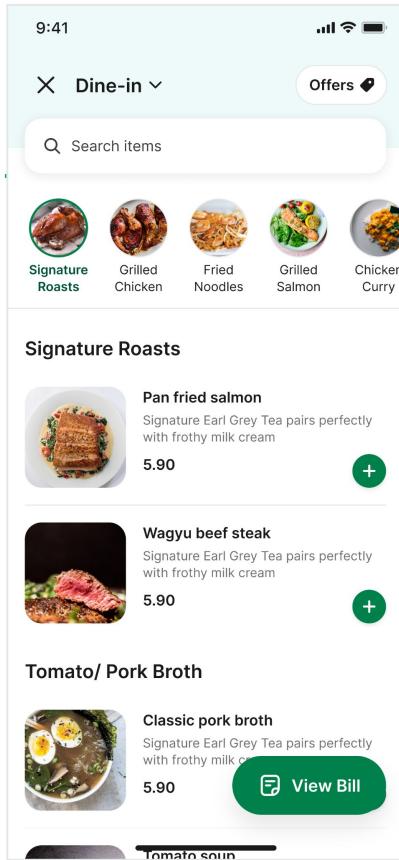
Happy Path

Quick overview of user scenarios for Pay at counter



CRITICAL FLOWS

App - Logged in
Opens in app with a web view
Vouchers & deals available



Web - Guest
Opens in web browser
No vouchers or deals

User checks offers

GRAB APP | LOGGED IN

The image displays two side-by-side screenshots of the Grab app interface, both showing the time as 9:41 and a battery level of approximately 75%.

Screenshot 1 (Left): Dine-in

- Offers:** A button labeled "Offers" with a bell icon is visible at the top right.
- Signature Roasts:** A section featuring five meal thumbnails: Signature Roasts, Grilled Chicken, Fried Noodles, Grilled Salmon, and Chicken Curry.
- Pan fried salmon:** A dish with a price of \$5.90, description: "Signature Earl Grey Tea pairs perfectly with frothy milk cream", and a green "+" button.
- Wagyu beef steak:** A dish with a price of \$5.90, description: "Signature Earl Grey Tea pairs perfectly with frothy milk cream", and a green "+" button.
- Tomato/ Pork Broth:** A section featuring a dish: Classic pork broth with a price of \$5.90, description: "Signature Earl Grey Tea pairs perfectly with frothy milk cream", and a green "View Bill" button.

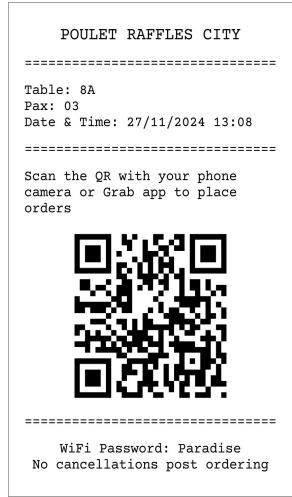
Screenshot 2 (Right): Dine here

- Welcome:** A message "Hey Kate! Welcome to Poulet" with a profile picture of a woman.
- Unlock %s:** A section with the text "Get 1 stamp with min. %s spent." and a progress bar with five circular icons.
- Offers:** A section titled "Offers" with the sub-instruction "To use these deals, ask to pay with Grab."
- Deals:**
 - 30% off total bill (Min. spend S\$40)
 - 2 x Fried Rice -\$S20.00
 - Free Nutella Cheesecake -\$S12.75
 - 10% off order and 200 bonus GrabRewards Minimum spend S\$30

- Dine out vouchers user already owns
- Instant deals applicable to user
- Other Omega offers shown in Paybill to incentivise user to pay thru Grab

User adds items to basket

GRAB APP | LOGGED IN



9:41 Dine-in Offers

Search items

Signature Roasts

- Pan fried salmon
- Wagyu beef steak
- Tomato/ Pork Broth

Classic Poulet 14.25 Base price

A classic poulet dish features tender chicken seasoned with herbs and spices, cooked to perfection for a delightful meal.

Select spice level Pick 1

- Low Spice
- Medium Spice
- Super Spicy

Select sides Optional - max 3

+

View Bill

We are guiding users **straight into the Menu page** to reduce friction because we faced a 30% drop off from homepage to menu page on web in the past

Upfront categories and search bar

9:41

←

Classic Poulet 14.25 Base price

A classic poulet dish features tender chicken seasoned with herbs and spices, cooked to perfection for a delightful meal.

Select spice level Pick 1

- Low Spice
- Medium Spice
- Super Spicy

Select sides Optional - max 3

+

9:41

←

Select sides Optional - max 3

- Mashed Potatos +2.50
- Grilled Chicken +2.50
- Steamed Broccoli
- Roasted Carrots
- Baked Salmon
- Sautéed Spinach

Special Instructions Optional

E.g. No onions, please

- 1 +

Add to basket

9:41 Dine-in Offers

Search items

Signature Roasts

- Pan fried salmon
- Wagyu beef steak
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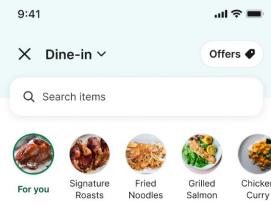
+

Add to basket

View Bill

Personalised recommendations

GRAB APP | LOGGED IN



Recommended For You



Classic Poulet

19.90

Braised Duck Noodles

19.90



Vegetarian Pasta

14.50

Grilled Salmon

22.00

Order Again



💡 Personalisation!

- Personalised recommendations as a standalone category
- Grab users will see Recommended for you + Order Again
- Guest users will see Most popular around you

User places an order

GRAB APP | LOGGED IN

9:41

← Your order

View bill

Classic Poulet	14.25
Low Spice Roasted Carrots	
Baked Beans	
Edit	- 1 +
Classic Poulet	46.25
Roasted Carrots	
Baked Beans	
Tofu	
Edit	- 3 +

You may also like

Hashbrown™	3.00
Apple Pie	1.90
Apple Slices	2.20
Jas	Gre
4.4	

Subtotal (incl. tax) S\$22.90

Place order

💡 Communal basket building!

9:41

← Table 8A

Order placed

Baked Beans

2x Vegetarian Pasta	15.75
1x Braised Duck Noodles	15.75
Brown Rice	
Low Spice	
Roasted Carrots	
Baked Beans	
Tofu	

Subtotal (incl. tax) 18.00

In-store offer -5.10

GST 1.90

Service charge 4.90

Reservation deposit -10.00

Total S\$22.90

💡 Enjoy! Pay at the end with our staff

Order more items

💡 All orders in 1 invoice

9:41

← Table 8A

GST	1.90
Service charge	4.90
Reservation deposit	-10.00
Total	S\$22.90

💡 Enjoy! Pay at the end with our staff

To use these deals, ask to pay with Grab

15% off total bill Min. Spend S\$50
-\$12.00

Join loyalty club to earn stamps

By joining, I allow Grab to share my personal data with %s and...

see more

Join now

Order more items

User pays at counter with Pay Bill

GRAB APP | LOGGED IN



Scan paybill QR
code with camera
or Grab app

OR

Grab users who
scanned the STO
QR code receives
a push
notification to pay
via Paybill

The screenshots illustrate the flow of paying a bill via the Grab app:

- Step 1: Order Summary**
Shows a list of items from Paradise Dynasty - Marina Bay with their prices:
 - 1x Filet-O-Fish® Meal: \$14.25
 - 1x Classic Poulet: \$14.25
 - 1x McSpicy® with Cheese Meal: \$14.25
 - 1x Fried Rice: \$14.25
 - 1x Roasted Chicken Rice: \$14.25Subtotal (Incl. Tax): \$99.75, Service fees: \$4.50, Total before deals: \$45.00. A button at the bottom says "Proceed".
- Step 2: Amount on receipt**
Shows the total amount on the receipt: **S\$ 45.00**. It also displays "Your Dine Out deals" with two options:
 - 15% off total bill: \$-15.60 (checkbox)
 - Fried Egg rice: \$-18.00 (checkbox)A button at the bottom says "Pay Bill".
- Step 3: Payment successful**
Shows a confirmation message: **Payment successful S\$ 45.00**. It includes a note: "Show this to the cashier before you leave!" and a summary of the transaction:

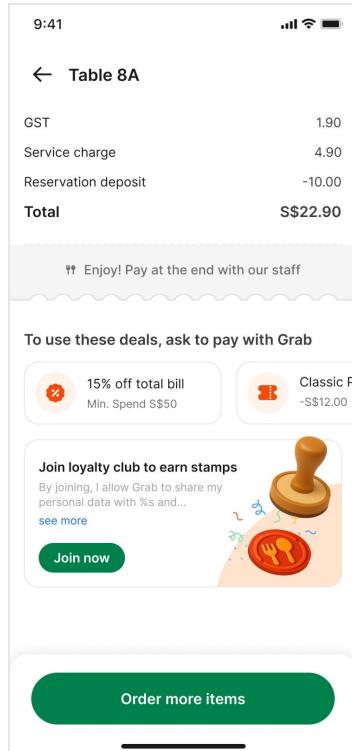
Order GD-569	
Amount on receipt	RM 104.25
Deals & offers	-15.60
Amount paid	RM 88.65

Date: 12 Mar 2020 12:05pm, Payment method: GrabPay Wallet. A note at the bottom says "10% total voucher" and "Join stampcard programme to apply reward for this order!".

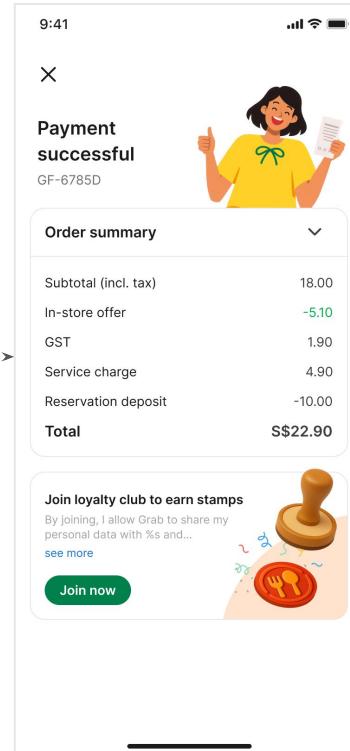
💡 Integrated deals experience!

User pays at counter without Grab

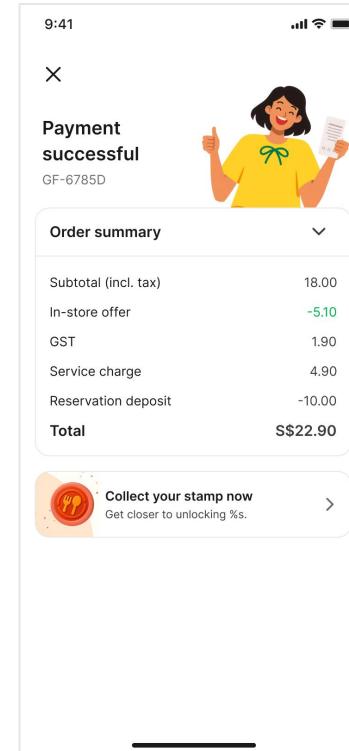
GRAB APP | LOGGED IN



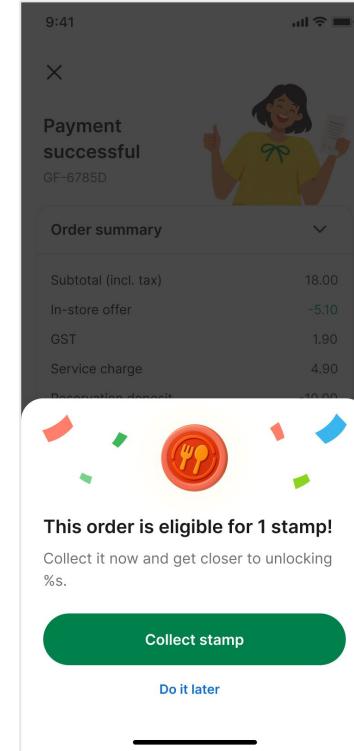
💡 Integrated loyalty experience!



Scenario 1: Non loyalty user

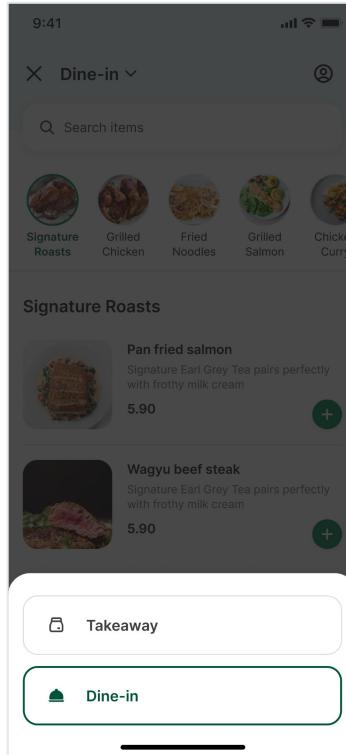
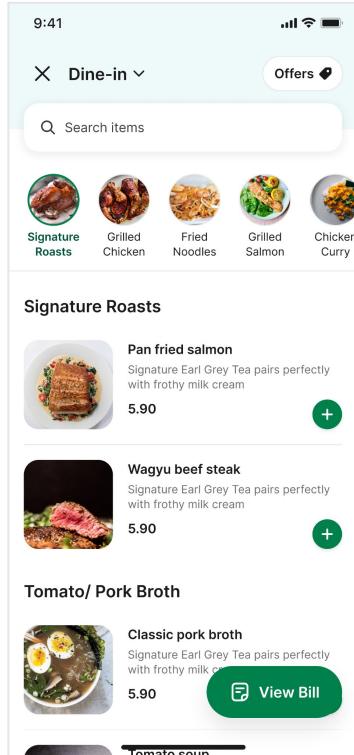


Scenario 2: Loyalty user who hit MOV



User switches to takeaway

GRAB APP | LOGGED IN



💡 Takeaway experience!

Table 8A		
1x	Classic Poulet Low Spice Roasted Carrots Baked Beans	14.25
2x	Vegetarian Pasta	15.75
1x	Braised Duck Noodles Brown Rice Low Spice Roasted Carrots Baked Beans Tofu	15.75
Subtotal (incl. tax)		18.00
In-store offer		-5.10
GST		1.90
Service charge		4.90
Reservation deposit		-10.00
Total		\$S22.90
Enjoy! Pay at the end with our staff		
Order more items		

Calculation logic:

- Taxes
- Restaurant packaging fees calculated based on SPU settings

User views bill

GRAB APP | LOGGED IN

9:41

X Dine-in

Search items

Signature Roasts

- Pan fried salmon
- Wagyu beef steak
- Classic pork broth

Tomato/ Pork Broth

Grilled Chicken

Fried Noodles

Grilled Salmon

Chicken Curry

View Bill

Tomato soup

9:41

← Table 8A

1x	Classic Poulet Low Spice Roasted Carrots Baked Beans	14.25
2x	Vegetarian Pasta	15.75
1x	Braised Duck Noodles Brown Rice Low Spice Roasted Carrots Baked Beans Tofu	15.75
Subtotal (incl. tax)		18.00
In-store offer		-5.10
GST		1.90
Service charge		4.90
Reservation deposit		-10.00
Total		S\$22.90

Enjoy! Pay at the end with our staff

Order more items

Communal invoice for the table!

9:41

← Table 8A

GST	1.90	
Service charge	4.90	
Reservation deposit	-10.00	
Total	S\$22.90	

Enjoy! Pay at the end with our staff

To use these deals, ask to pay with Grab

- 15% off total bill Min. Spend S\$50
- Classic Poulet -\$S\$12.00

Join loyalty club to earn stamps

By joining, I allow Grab to share my personal data with %s and...

see more

Join now

Order more items

9:41

← Table 8A

1x	Classic Poulet Low Spice Roasted Carrots Baked Beans	14.25
Subtotal		14.25
S\$ Off		0.00

3\$ Off

Reward Points

Usage terms

Pay with Grab app at the counter to avail

Offer Details

Enjoy \$3 Off on your ride excluding Standard Taxi and GrabBitch with promo code "3OFFGXSGUFS" Exclusively for GrabUnlimited for Students subscribers only

Valid for GX5 payment only

Valid for use in Singapore only

Limited to 1 redemptions per user

Limited redemptions available

Valid on the latest Grab app versions only

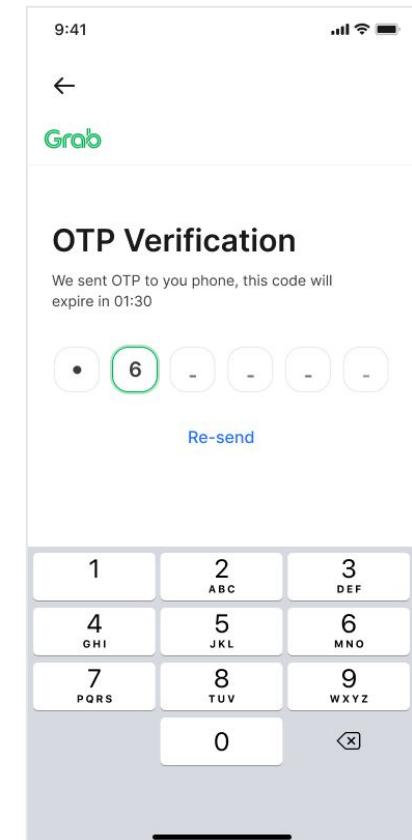
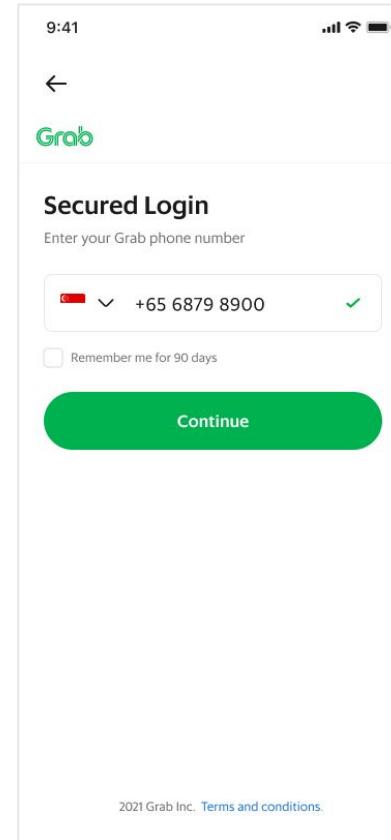
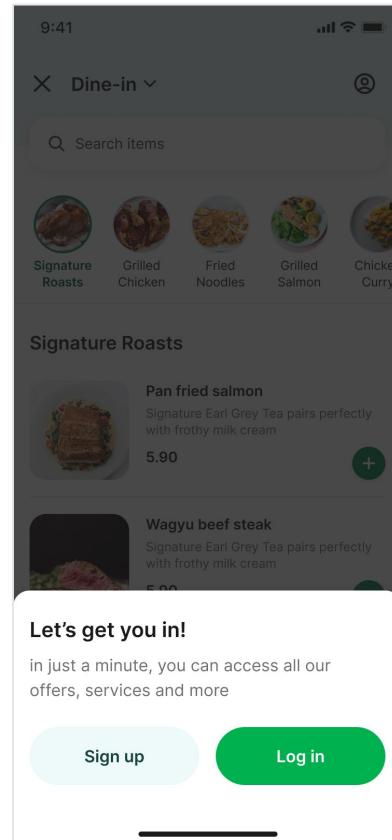
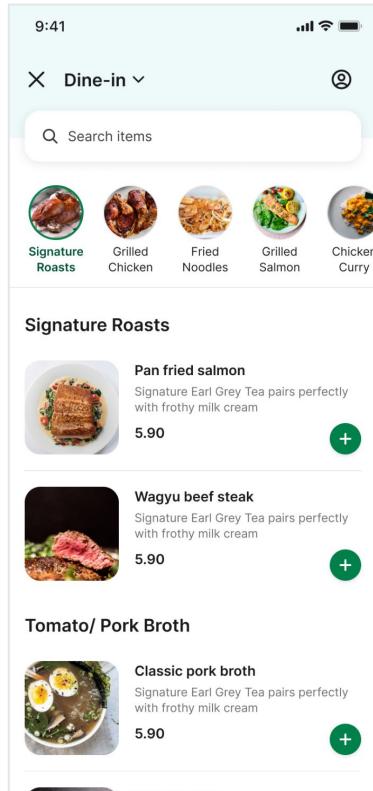
Standard tolls and surcharges (if any) are applicable Valid until the date of expiry, no extensions will be permitted

Grab reserves the right, at their reasonable discretion, to vary, add to or delete the Promotion terms and/or terminate the Promotion at any time

This is FFU

User creates account / signs up

WEB | GUEST



Activities

APP | LOGGED IN

9:41

Activity History

Transport Food Mart Finance

Paid Supereuben's Sandwiches S\$15.00
Restaurant Dining
21 Jul 2023, 12:15 PM

Redeemed Dumpling dynasty - Marina Bay S\$15.00 +40 points
Dine-out voucher
21 Jul 2023, 12:15 PM

Rate → View voucher →

Hello Arigato - Joo Chiat Rd S\$31.50
21 Jul 2023, 12:15 PM

Reorder →

9:41

Activity History Insights

Get GrabUnlimited and save around S\$700.00 every month!

Learn more

Paid Supereuben's Sandwiches S\$15.00
Restaurant Dining
21 Jul 2023, 12:15 PM

Cancelled Canton Paradise - Star Vista S\$15.00 +40 points
21 Jul 2023, 12:15 PM

Ride to 8 Mangogrove Road, Waterfront S\$15.00 +40 points

Home Activity Payment Messages Account

9:41 AM 30 Nov 2021 at 10:41 AM

Booking ID GF-S69GD-569

Supereuben's Sandwiches GF-S817 • Paid

Order Summary

1x	Classic Poulet	17.60
	Low Spice Roasted Carrots, Baked Salmon	
2x	Vegetarian Pasta	32.60
	Garlic Bread, Mixed Greens	
3x	Beef Stir-Fry	24.90
	Steamed Rice, Stir-Fried Vegetables	

Subtotal S\$21.50
GST (10%) 1.29
Deals & offers -30.90
Service fees (5%) 4.30

Total S\$18.49

You've earned 111 GrabRewards points

Profile Personal

Contact Grab

Offer details

Fried Egg rice	-18.00
Chilli wontons	-7.90

Got it

Email invoice only to the one who paid

APP | LOGGED IN



Order Placed

TOTAL SGD 19.65 **DATE | TIME**
01 Oct 18 14:16 +0800

Order Details		Bill Details	
Order type:	Dine - in	Payment Method:	GrabPay Wallet
Ordered by	Yow Wee Tiong	Description:	Amount:
Order ID	GF-S69GD-569	1x Honey Lemon Bubble Tea	Rp30.000
Voucher(s)	Fried Egg Rice GV-12345 Chilli wontons GV-12345	Low (10% Sweetness) Orange Ai-Yu Jelly Pudding	
Restaurant	Toast Tonic Brunch Club	1x Matcha Bubble Tea	Rp40.000
Table Number	N01	Medium (50% Sweetness) Pudding Grass Jelly Ai-Yu Jelly	
Address	Kompleks Epicentrum, Plaza Festival,Lanta Ground, Jl. Haji R. Rsauna Said Kav. C No. 22, Karet Kunigan, Setiabudi, Jakarta Selatan, Setiabudi,12940	Subtotal	\$S 50.00
Profile:	Personal	Deals & offers	-30.90
		Fried Egg Rice	(-18.00)
		Chilli wontons	(-7.90)
		GST (10%)	3.55
		Service fees (5%)	1.20
		TOTAL (INCL. TAX) \$S19.65	

Help Centre
Lost an item on this ride?

Stay connected with us.



Copyright © 2019 GrabTaxi Holdings Pte. Ltd.

Email invoice only to the one who paid

APP | LOGGED IN



Order Placed

TOTAL SGD 19.65 **DATE | TIME** 01 Oct 18 14:16 +0800

Order Details		Bill Details	
Order type:	Dine - in	Payment Method:	GrabPay Wallet
Ordered by	Yow Wee Tiong	Description:	Amount:
Order ID	GF-S69GD-569	1x Honey Lemon Bubble Tea	Rp30.000
Voucher(s)	Fried Egg Rice GV-12345 Chilli wontons GV-12345	Low (10% Sweetness) Orange Ai-Yu Jelly Pudding	
Restaurant	Toast Tonic Brunch Club	1x Matcha Bubble Tea	Rp40.000
Table Number	N01	Medium (50% Sweetness) Pudding Grass Jelly Ai-Yu Jelly	
Address	Kompleks Epicentrum, Plaza Festival,Lanta Ground, Jl. Haji R. Rsauna Said Kav. C No. 22, Karet Kunigan, Setiabudi, Jakarta Selatan, Setiabudi,12940	Subtotal	\$S 50.00
Profile:	Personal	Deals & offers	-30.90
		Fried Egg Rice	(-18.00)
		Chilli wontons	(-7.90)
		GST (10%)	3.55
		Service fees (5%)	1.20
		TOTAL (INCL. TAX) \$S19.65	

Help Centre
Lost an item on this ride?

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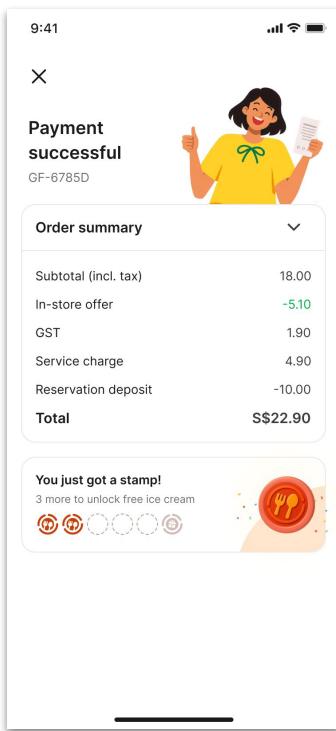
Stay connected with us.



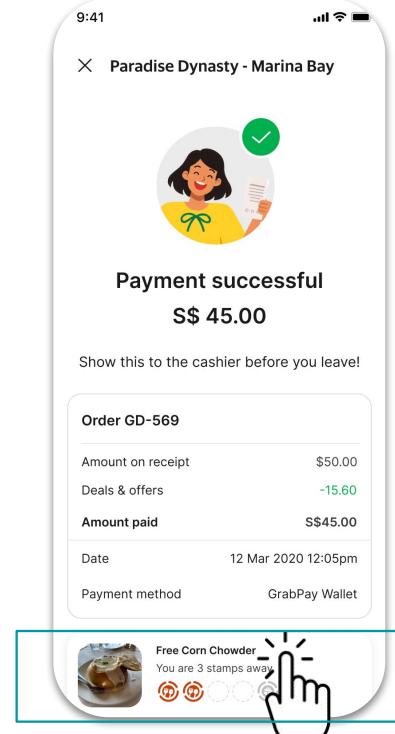
Stamp issuance if user paid using paybill

APP | LOGGED IN

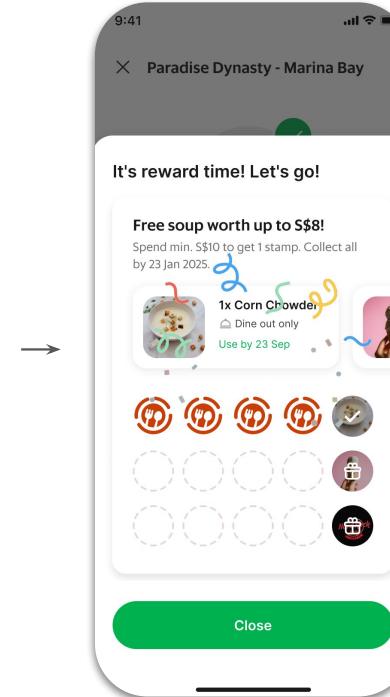
STO page



Paybill page

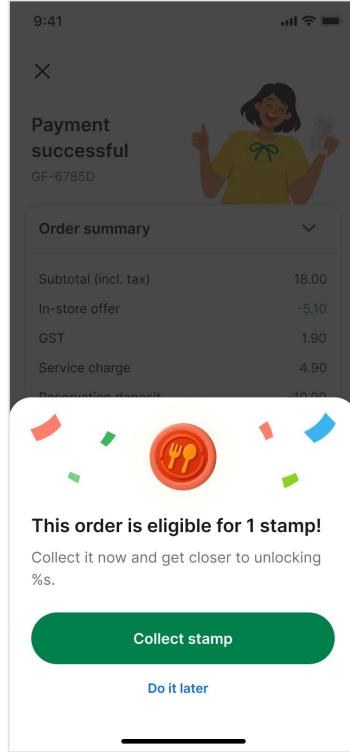
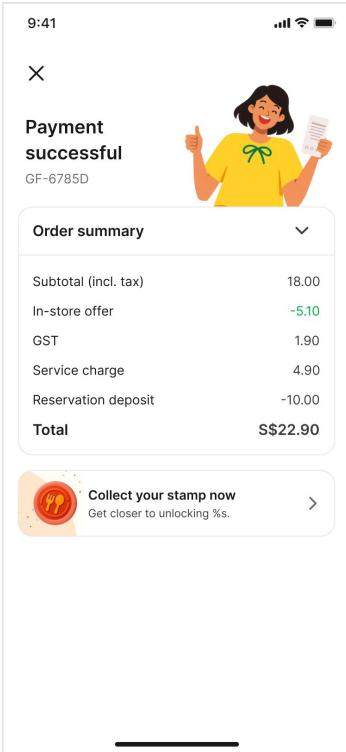


Auto pop-up after 3 seconds

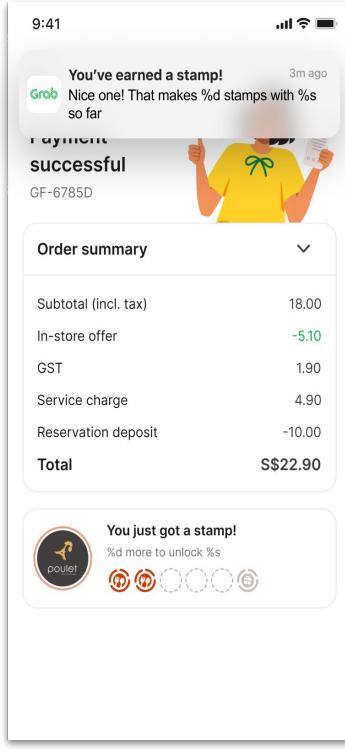


Stamp issuance if user paid thru other ways

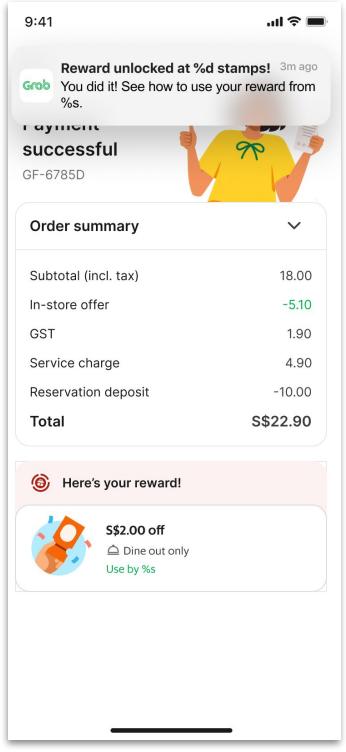
APP | LOGGED IN



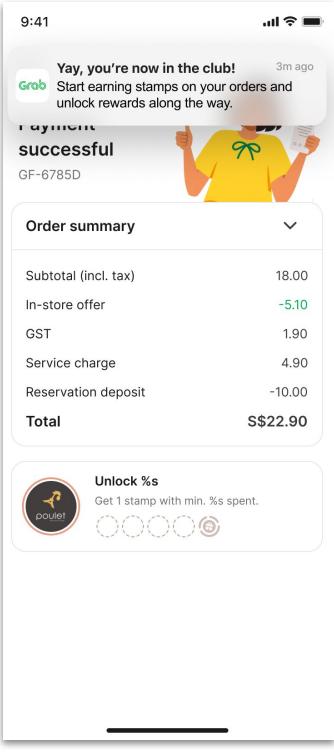
Auto-pops up for users to claim



Stamp earned



Reward unlocked

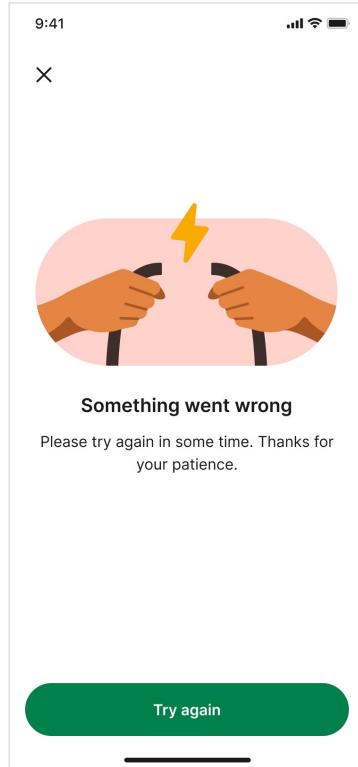


No sign up reward

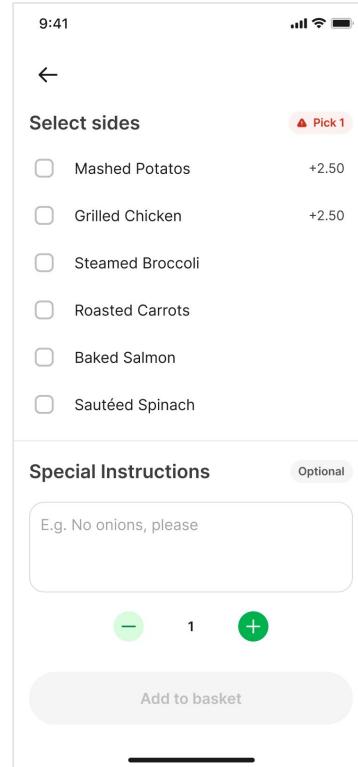
PAX User Flows

Unhappy Path

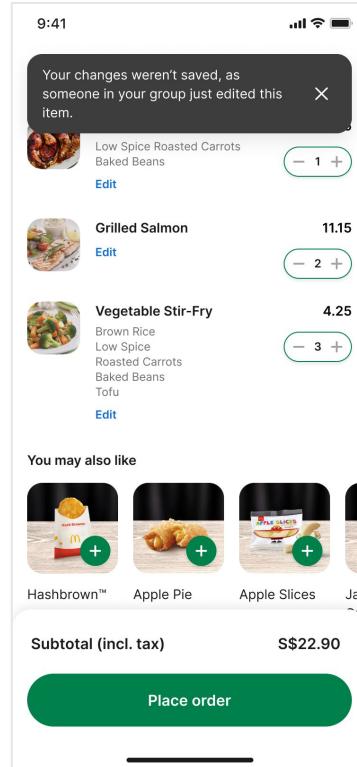
Error pages



Menu not loading

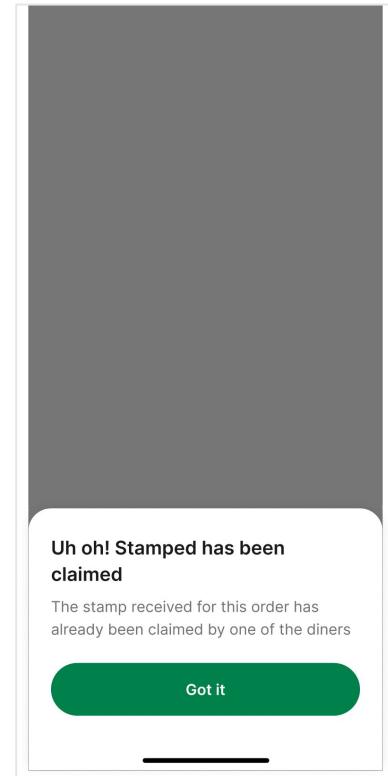


Modifier not picked



Simultaneous edits

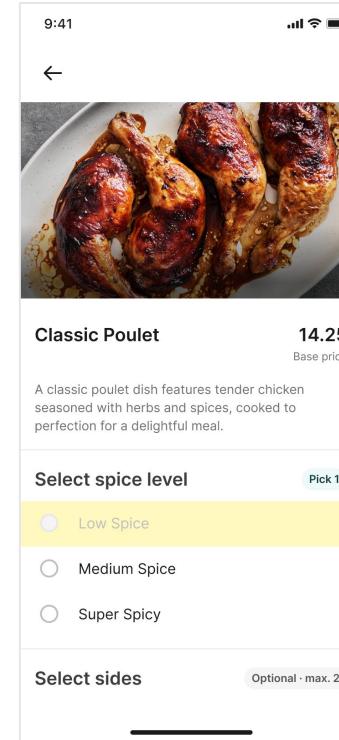
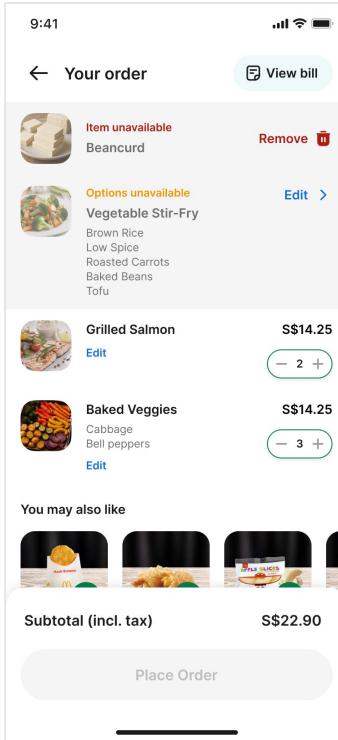
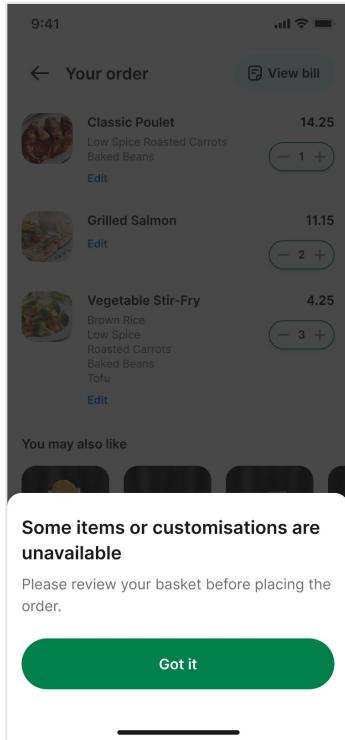
APP | LOGGED IN



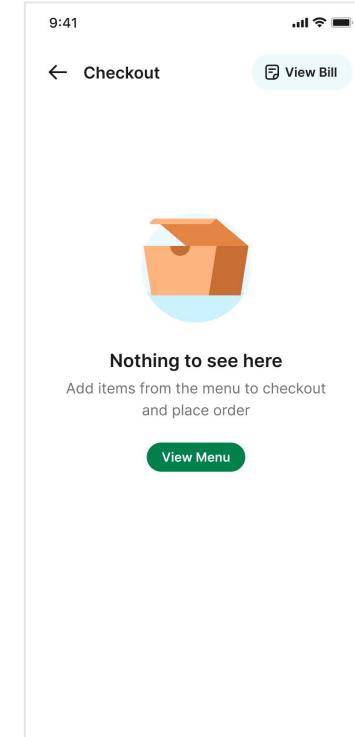
Stamp was claimed

Unhappy paths in basket

WEB | GUEST



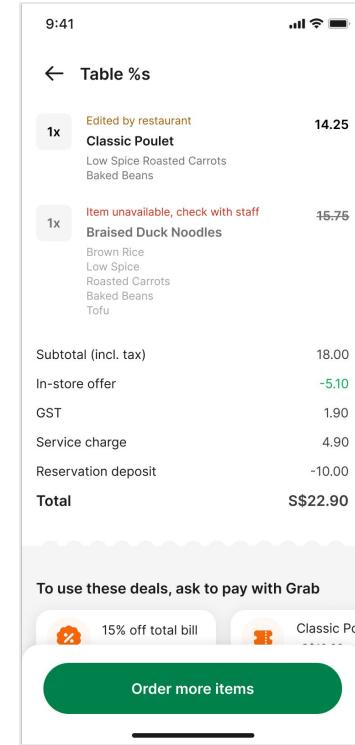
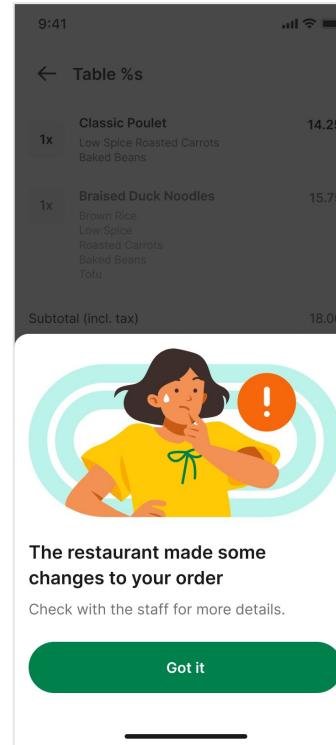
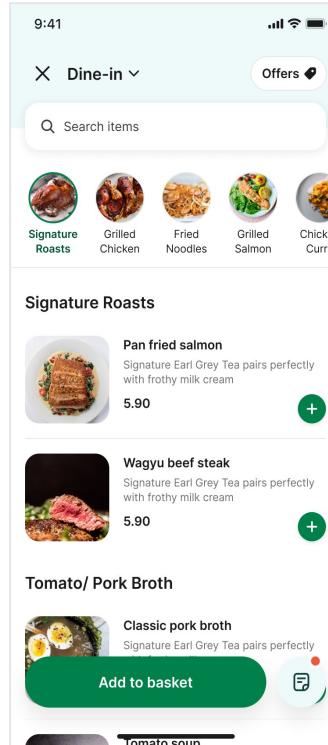
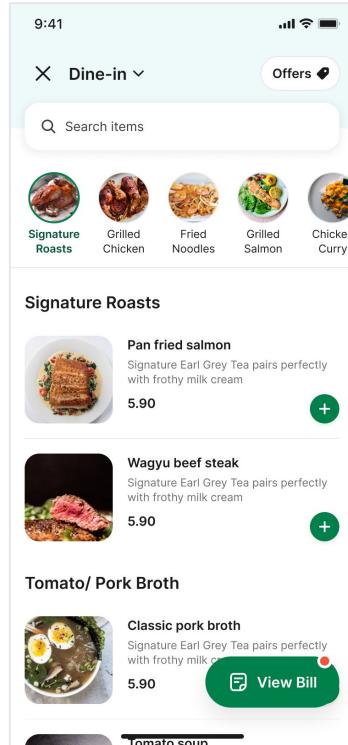
Item is OOS in basket



Empty basket

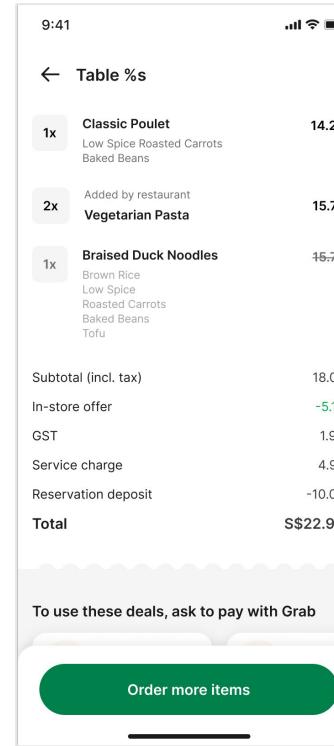
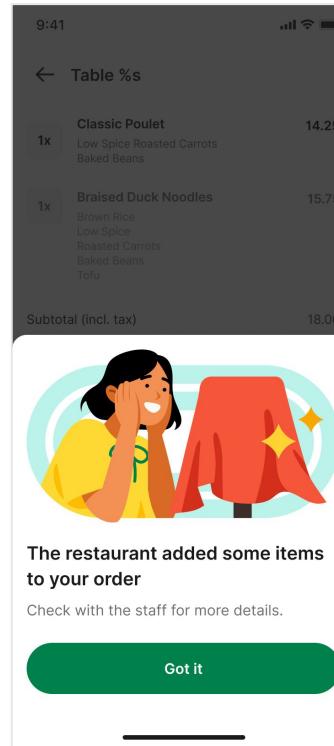
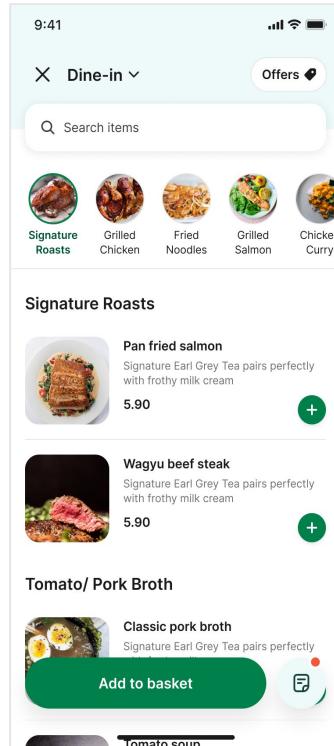
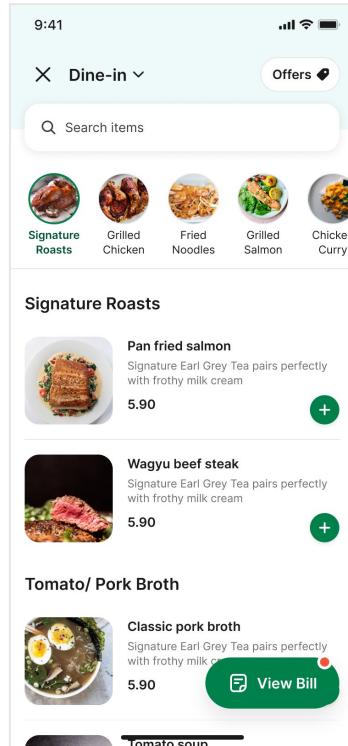
Merchant edits item that user ordered

WEB | GUEST



Merchant adds item to user's order

WEB | GUEST



Merchant cancelled the order

WEB | GUEST

9:41

X Dine-in Offers

Search items

Signature Roasts

Pan fried salmon
Signature Earl Grey Tea pairs perfectly with frothy milk cream
5.90 +

Wagyu beef steak
Signature Earl Grey Tea pairs perfectly with frothy milk cream
5.90 +

Tomato/ Pork Broth

Classic pork broth
Signature Earl Grey Tea pairs perfectly with frothy milk cream
5.90 View Bill

Tomato soup

9:41

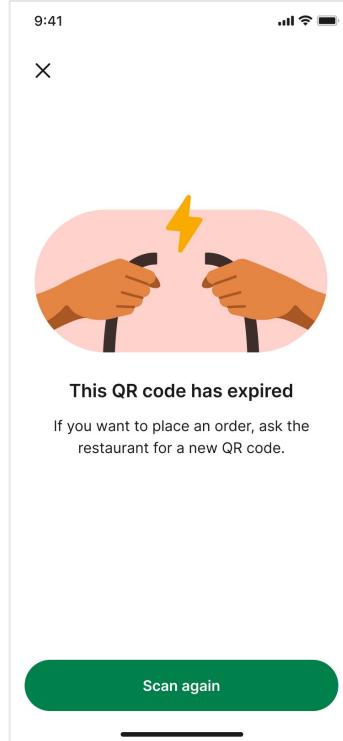
Oh no, the restaurant cancelled your order

Check with the staff for more details or to place a new order.

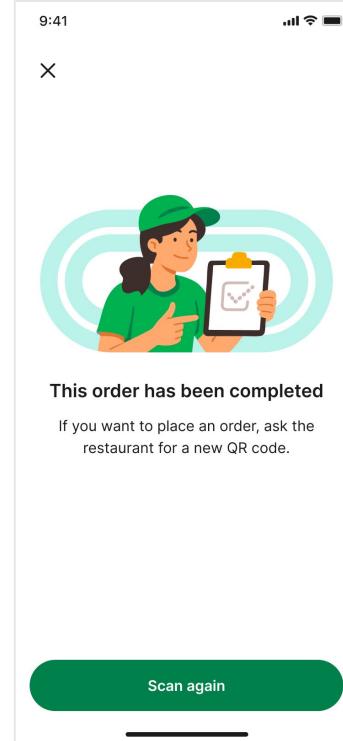
Got it

User scans invalid/expired QR

WEB | GUEST



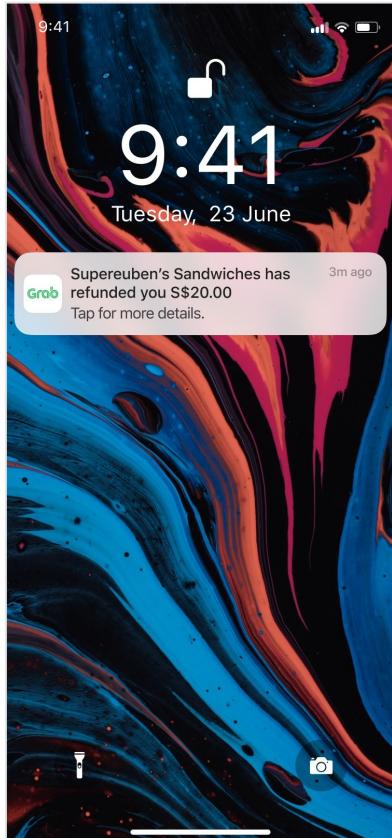
QR code expired



Order completed

User gets refunded for Paybill txn

GRAB APP | LOGGED IN

A screenshot of the Grab app's order summary screen. The header shows the date '30 Nov 2021 at 10:41 AM' and a booking ID 'GF-S69GD-569'. The order summary details the following items:

Item Description	Quantity	Unit Price
Classic Poulet Low Spice Roasted Carrots, Baked Salmon	1x	S\$17.60
Vegetarian Pasta Garlic Bread, Mixed Greens	2x	S\$32.60
Beef Stir-Fry Steamed Rice, Stir-Fried Vegetables	3x	S\$24.90

Below the items, the breakdown of the total amount is shown:

Description	Amount
Subtotal	S\$21.50
GST (10%)	1.29
Deals & offers	-S\$30.90
Service fees (5%)	4.30

The final total is listed as 'Total S\$18.49'. A note below states 'You've earned 111 GrabRewards points'. At the bottom, there are two buttons: 'Retry Payment' in green and 'Contact Grab' in light blue.

Note: We only do full refund.

MEX User Flows

Happy & Unhappy Path

Mex receives new STO Order

MERCHANT APP

The screenshots illustrate the Merchant App interface for managing orders.

Screenshot 1: Orders Overview

Shows a list of orders:

- GF-127**: Be ready by 9:59 min, 3 items, Ready.
- GF-137**: Be ready by 9:59 min, 3 items, Ready.
- GF-117**: Be ready by 9:59 min, 3 items, Ready.
- GF-127 NEW**: Be ready by 12:23 min, 3 items, View order.
- GF-127D NEW**: Be ready by 15:00 min, 3 items, View order. This item is highlighted with a red box.

Screenshot 2: Order Details - GF-127D

Shows the details for GF-127D:

- 6 items for Steffi** (Dine in)
- No cutlery (spoon / fork / knife)**
- 1 x Cheese Burger**: 8.00
Choice of bread: Honey oat
Add-on: Sauted Mushroom
- 1 x Italian Chopped Salad**: 8.00
- 1 x Iced Latte**: 8.00

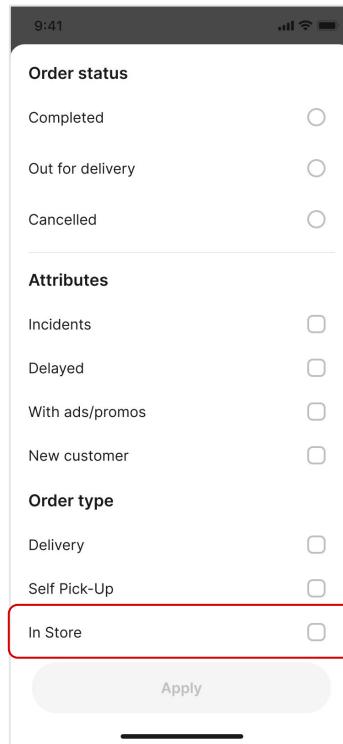
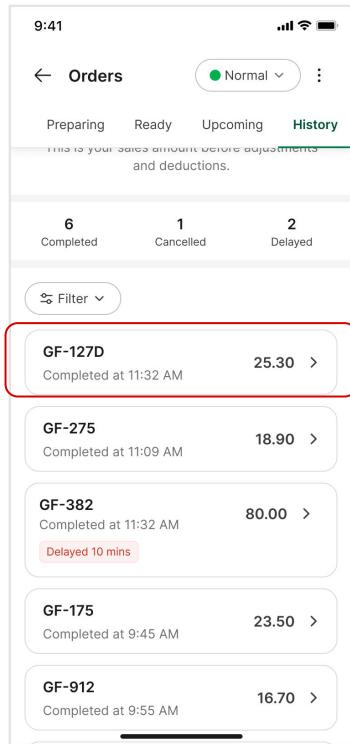
Screenshot 3: Estimated preparation time

Shows the estimated preparation time for GF-127D:

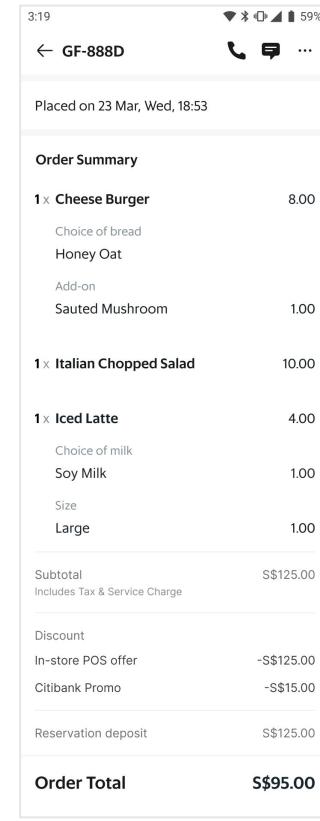
- Estimated preparation time: 14:59 mins**
- Get the order ready within this time**
- Confirm** button

Mex views order in history

MERCHANT APP



In-store filter in order history



User views order in history

MERCHANT PORTAL

Orders

All Stores > Chinatown Point

Preparing (14) Ready (3) Upcoming (9) History

Today, 28 Oct 2021 Order Status STO

Summary Today, 28 Oct 2021 Total Sales SGD 3,000.00 Completed orders 125 Cancelled orders 2

LONG ORDER ID	SHORT ID	ORDER VALUE	ITEMS	DRIVER ARRIVED TIME	ORDER STATUS
111920392-DOWIFDL5OIDFOCX	GF-189D	S\$23.50	8	-	Completed
111920392-DOWIFDL5OIDFOCX	GF-188D	S\$13.50	8	-	Completed
111920392-DOWIFDL5OIDFOCX	GF-187D	S\$90.50	8	-	Completed
111920392-DOWIFDL5OIDFOCX	GF-186D	S\$11.50	8	-	Completed

Orders

All Stores > Chinatown Point

Preparing (14) Ready (3) Upcoming (9)

Today, 28 Oct 2021 Order Status STO

Customer
Steffi +65 3094 0492

Order Summary

ITEM	ITEM PRICE	QUANTITY	TOTAL PRICE
Spicy Noodle Set	17.00	3	S\$51.00
Baked Rice	12.00	6	S\$72.00
Fried Tofu	5.00	2	S\$10.00
Red Bean Soup	4.00	3	S\$12.00
Subtotal	Includes Tax & Service Charge S\$125.00		
Discounts	In-store POS offer -\$S5.00		
Reservation deposit	-\$S25.00		
Order Total	S\$95.00		

GS User Flows

Happy & Unhappy Path

User views STO order

PHOENIX

Grab Drivers / National Identity No. Search driver by National Identity No.

GrabFood Order ID: 1234567-A8BDEFGHIJKL9MN Short Order ID: GF-123D

Scan to order

Order Details Payment Info Group Details

Location Details

Dine-in Address 9 Street Name, 10 Road Name
MEX Address Singapore 123456

Address details #01-01

City / Country Singapore, Singapore

[View Location History](#)

Order Status: COMPLETED Payment Method: PAY BILL

BILL PAYMENT ID: GD-12BC3D4E PAYMENT STATE: APPROVED TOTAL AMOUNT: \$S\$50.00

Timeline Status

- Order In - 13 Apr 2022 11:30 +0800
- MEX Auto Accept Order - 13 Apr 2022 11:30 +0800
- MEX Preparing Order -
- Order Completed - 13 Apr 2022 11:33 +0800

Email Receipt

Customer (PAX)

Type Scan to Order

Name Jane Doe (Host)

Mobile 6598765432

Feedback from Driver Not Available

GrabFood / Mart Merchant (MEX)

Grab Cloud Canteen Preferred

Partner Yes

MEX Model Type Delivery by Grab

Contact 6598765432

Address 9 Street Name, 10 Road Name, Singapore 123456

User initiates refund

PHOENIX

GrabFood Order ID: 1234567-A8BDEFGHIJKL9MN

Short Order ID: GF-123D

Location Details		Order Details			Payment Info			Group Details		
Dine-in Address MEX Address	9 Street Name, 10 Road Name Singapore 123456	Payer	PAX ID: 184		BILL PAYMENT ID	GD-12BC3D4E	PAYMENT STATE	APPROVED	TOTAL AMOUNT	\$55.00
Address details	#01-01	Payment Method	PAY BILL - CASHLESS							
City / Country	Singapore, Singapore	FOOD ITEMS	QTY	PRICE						
		Fried Boneless Half / Sauce Boneless Half	1x	\$539.70						
		Coke	2x	\$S10.00						
		Basket Subtotal	\$549.70							
		In-store POS offer	-\$S1.20							
		GST	\$S2.70							
		Service Charge	\$S7.80							
		Reservation deposit	-\$S15.00							
		Order Total	\$55.00							
Email Receipt										

Customer (PAX)

Type	Scan to Order
Name	Jane Doe (Host)
Mobile	6598765432
Feedback from Driver	Not Available

GrabFood / Mart Merchant (MEX)

Grab Cloud Canteen	
Preferred	
Partner	Yes
MEX Model Type	Delivery by Grab
Contact	6598765432
Address	9 Street Name, 10 Road Name, Singapore 123456

GrabFood Order ID: 1234567-A8BDEFGHIJKL9MN

Short order ID: GD345

Location Details		Order Details			Payment Info			Group Details		
Dine-in Address	9 Street Name, 10 Road Name Singapore 123456	Payer	PAX ID: 184		BILL PAYMENT ID	GD-12BC3D4E	PAYMENT STATE	APPROVED	TOTAL AMOUNT	\$55.00
Address details	#01-01	Payment Method	PAY BILL - CASHLESS							
City / Country	Singapore, Singapore	FOOD ITEMS	QTY	PRICE						
		Fried Boneless Half / Sauce Boneless Half	1x	\$539.70						
		Coke	2x	\$S10.00						
		Basket Subtotal	\$549.70							
		In-store POS offer	-\$S1.20							
		GST	\$S2.70							
		Service Charge	\$S7.80							
		Reservation deposit	-\$S15.00							
		Order Total	\$55.00							
Email Receipt										

Timeline Status

- Order In (13 Apr 2022 11:30 +0800)
- MEX Auto Accept Order (13 Apr 2022 11:30 +0800)
- MEX Preparing Order (13 Apr 2022 11:30 +0800)
- Order Completed (13 Apr 2022 11:33 +0800)

Order Details

Payment Method	GRABPAY WALLET
ORDER SUMMARY	PRICE
Amount on receipt	\$55.00
Basket Subtotal	\$55.00
Campaign Promotion Amount	- \$S30.90
Chilli wontons	- \$S18.00
Fried Egg Rice	- \$S7.90
Promo code	- \$S5.00
Foreign card fee	\$S0.55
Order Total	\$S19.65

Payment Info

Timeline Status

- Completed (13 Apr 2022 18:32 +0800)

Customer (PAX)

Name	Jane Doe
Mobile	6598765432

Feedback from Driver

Not Available

GrabFood / Mart Merchant (MEX)

Grab Cloud Canteen	
Preferred	
Partner	Yes
MEX Model Type	Delivery by Grab
Contact	6598765432
Address	9 Street Name, 10 Road Name, Singapore 123456

Refund

No Refund found for this order

[+ Create](#)

GrabFood Order ID: 1234567-A8BDEFGHIJKL9MN

Short Order ID: GF-123D

Location Details		Order Details			Payment Info			Group Details		
Dine-in Address	9 Street Name, 10 Road Name Singapore 123456	Payer	PAX ID: 184		BILL PAYMENT ID	GD-12BC3D4E	PAYMENT STATE	APPROVED	TOTAL AMOUNT	\$55.00
Address details	#01-01	Payment Method	PAY BILL - CASHLESS							
City / Country	Singapore, Singapore	FOOD ITEMS	QTY	PRICE						
		Fried Boneless Half / Sauce Boneless Half	1x	\$539.70						
		Coke	2x	\$S10.00						
		Basket Subtotal	\$549.70							
		In-store POS offer	-\$S1.20							
		GST	\$S2.70							
		Service Charge	\$S7.80							
		Reservation deposit	-\$S15.00							
		Order Total	\$55.00							
Email Receipt										

Timeline Status

- REFUNDED (13 Apr 2022 18:32 +0800)

Scan to order

Roadmap & Rollout

REVAMP DETAILS

Summary of product changes

Reduce friction in ordering & payment flow

- Show categories upfront
- Introduce search bar
- Remove STO landing page
- Allow guest browsing and payment without creating an account
- Allow deals application in STO flow
- Allow stamp issuance in STO flow
- Allow users to sign up to LAAS in STO flow
- Enable takeaway function
- Gather all orders made by 1 table in 1 invoice
- **(H2)** Enable more payment methods - QRIS, DuitNow, PromptPay, PayNow

Increase AOV thru social proofing & personalisation

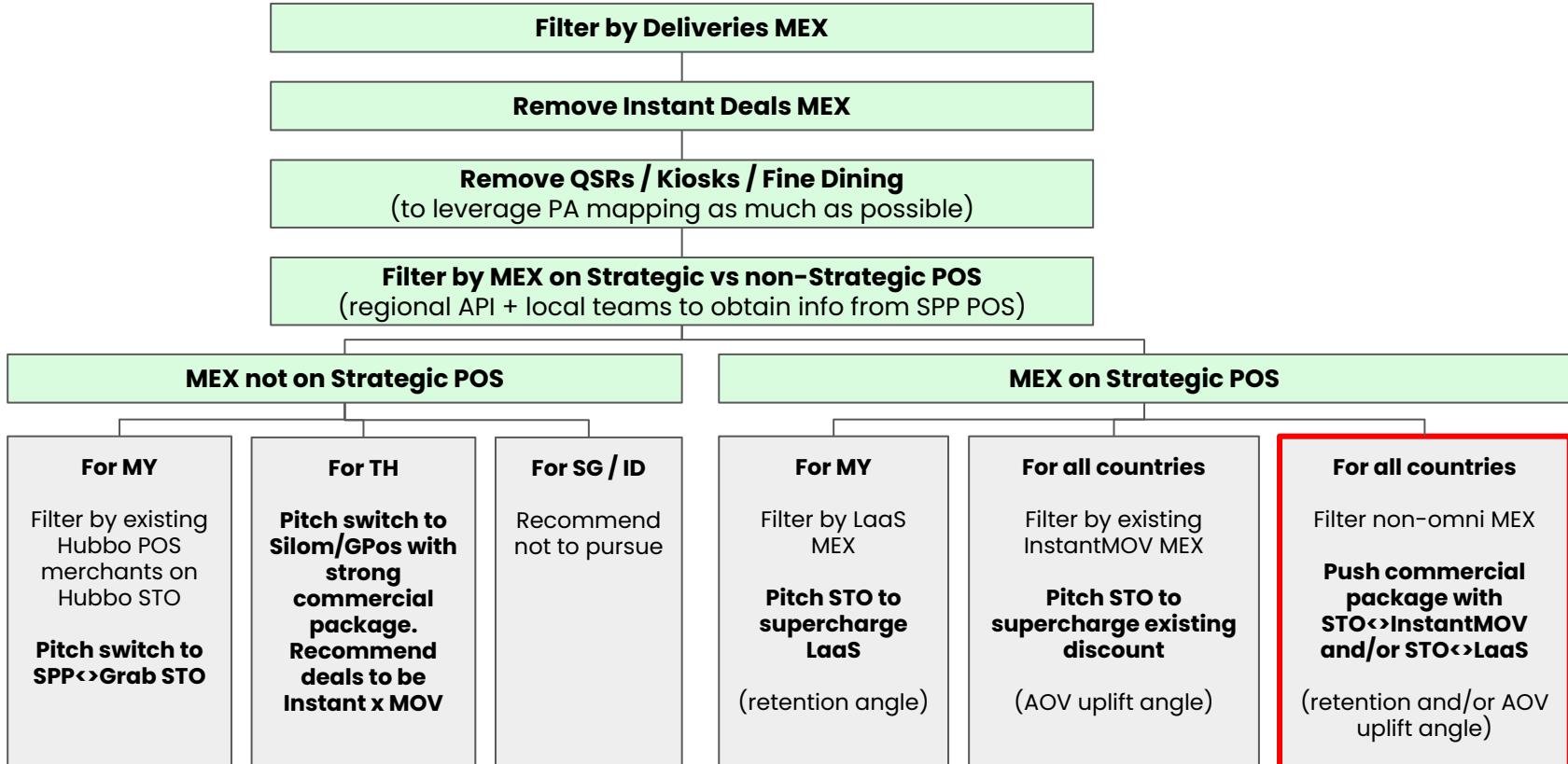
- Show "Most Ordered" and order count for top items
- Provide personalised recommendations per pax (guests included)
- **(H2)** Show "Most Recommended" for most liked items
- **(H2)** Enhance upselling algorithm
- **(H2)** Display item reviews to push for conversion
- **(H2)** Highlight MOV in ordering process
- **(H2)** Offer personalised promo in STO to drive AOV

Empower merchants by self-serve functionalities

- Enable merchants to create static / dynamic QR codes on their own via POS
- Ability to filter STO orders on MEX app and portal
- POS Integration (i.e. Silom, Klikit, Zeoniq, Xilinx, GPOS, ESB)
- **(H2)** STO insights

GTM

STO merchant hit list selection criteria



Deliverable: Countries to share finalized STO merchant hit list

We expect bulk of
pitching to be in this
bucket

Other Considerations

For Singapore: Deprioritize pitching STO to MEX on Phoenix (non-POS integrated)

- Rationale: there is no linkage between Phoenix transaction and STO transaction and hence no efficient way for us to de-duplicate GMV recognition.

For all markets: Need to find a way to disable Self-Serve Instant Deals for STO MEX

- Rationale: Instant Deals x STO will result in high cannibalization for MEX. Need to avoid a situation where a MEX signs up to STO and subsequently self-onboards onto Deals via Deals Self Serve flow

ROLLOUT PLANS

Implementation timeline

Deadline	Task	Regional PIC
1 Apr	Prepare localized pitch decks	Country-led
3 Apr	Conduct sales training	Country-led
7 Apr	Finalise localized commercial bundles & target merchant list	Kenneth
Mid-April	Begin pitching (assuming min. 2 months timeframe to secure pilot MEX) - dependent on partners' in-principle agreement for SPP Current priority - Klikit (regional), SilomPOS (TH), Zeoniq (MY) + 1 more	Kenneth
End April	Getting STO contracts ready	Kenneth
End May	Review new HC articles	Zihui
Early June	NPI sharing with GS	Zihui
End June / Early July	Production testing with country teams & POS	Zihui
Aug 11	Pilot in TH for Its crab	Zihui

STO merchant hit list selection criteria

Selection criteria	Rationale	Next steps
1) Focus on merchants that are under strategic POS partners	Rides on existing efforts of POS API Strategic Partners program	Raise request to POS partners for merchant list
2) Focus on Grab deliveries merchants	Stronger merchant value proposition with simpler GTM implementation (no onboarding required)	Filter for Grab Deliveries merchant
3) Focus on fast casual & casual dining merchants	Largest beneficiary of the operational efficiency gains provided by STO	Filter for fast casual & casual dining merchants
4) Focus on medium sized merchants	Enterprise merchants will require bespoke customization, which we do not currently support while long tail merchants are less impactful to launch with	Filter away enterprise merchants and sort for merchant with highest GMV merchant

Deliverable: Countries to share finalized STO merchant hit list

Grow in-store basket sizes with a smarter Scan To Order solution

Personalise your customers ordering
experience with data and insights

Prepared by name of presenter

2025

GrabMerchant



Introducing: Grab Scan To Order

A QR ordering solution for your physical stores, Scan To Order (STO) seamlessly integrates and improves the operational flow and customer experience of your business in every touchpoint.



Customer scans the QR code with their phone camera or Grab app.

They browse the menu and add items to cart through their Grab app or web ordering.

They place their order and pay for it at the cashier.

Orders are sent to your integrated POS system for your kitchen to start preparing.

Maximise your store efficiencies while taking your **customer experience** to the next level

What Grab Scan To Order solution does:



Reduce customer wait times with a seamless ordering experience



Increase front of house efficiencies by 15% and reduce cost of staff and printing



Maximise marketing ROI by layering on a lens of Grab's multiple touchpoints



Pair rich customer in-store data with your online insights

Get a 360 view of your customer whether they are ordering online or in-store

Capture average basket sizes, order frequency and menu preferences of your customers

Food delivery / Self Pick Up



Tommy tends to order the chicken cutlet set for lunch, orders at least twice a month and spends ~\$25

In-store dining/ Takeaway



Tommy typically dines on Sunday evenings, usually orders 3 mains w drinks and dessert and spends ~\$120

CONSUMER DATA POINTS

BASKET SIZES

FREQUENCY

PREFERENCES

SMARTER REMARKETING CAPABILITIES



Gain deep customer insights



Maximise marketing ROI with personalisation



Increase diner frequency

Drive larger basket orders with AI-enabled menu recommendations and personalisation

Personalised menu recommendations

Based on past order transactions on deliveries and in-store orders

Tommy gets recommended "Classic Poulet" as he orders it frequently on deliveries

What's trending/ customer's favourites

Signature Roasts

Most Ordered

Pan fried salmon

Signature Earl Grey Tea pairs perfectly with frothy milk cream

5.90

Wagyu beef steak

Signature Earl Grey Tea pairs perfectly with frothy milk cream

5.90

Tomato/ Pork Broth

Classic pork broth

Signature Earl Grey Tea pairs perfectly with frothy milk cream

5.90

Tomato soup

Signature Earl Grey Tea pairs perfectly with frothy milk cream

5.90

Customer's Highlights *Upcoming*

9:41

9:41

9:41

Classic Poulet

14.25

Base price

Based on 98 reviews

"Delicious", "Tasty", "Value for money"

A classic poulet dish features tender chicken seasoned with herbs and spices, cooked to perfection for a delightful meal.

Select sides

Pick 2 to 3

Mashed Potatos +2.50

Grilled Chicken +2.50

Steamed Broccoli

Roasted Carrots

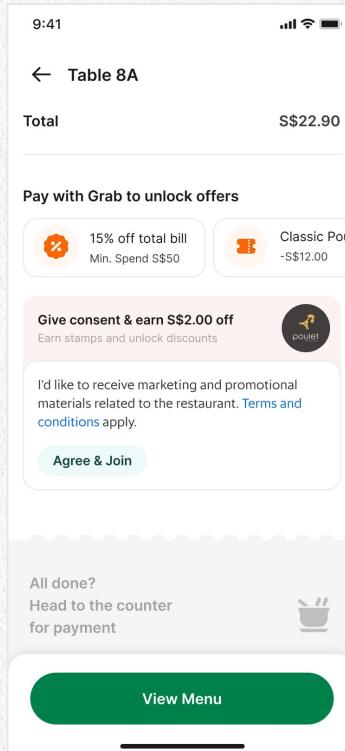
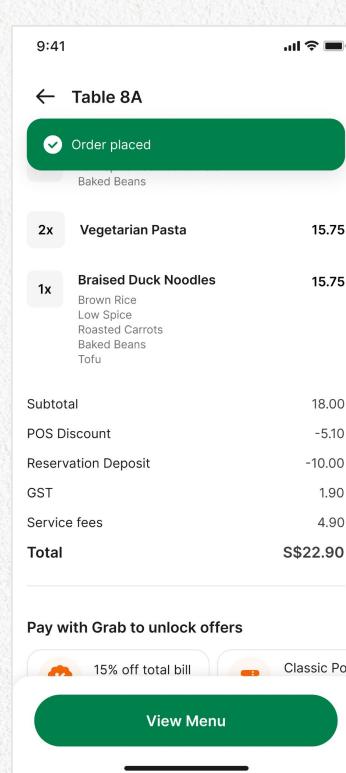
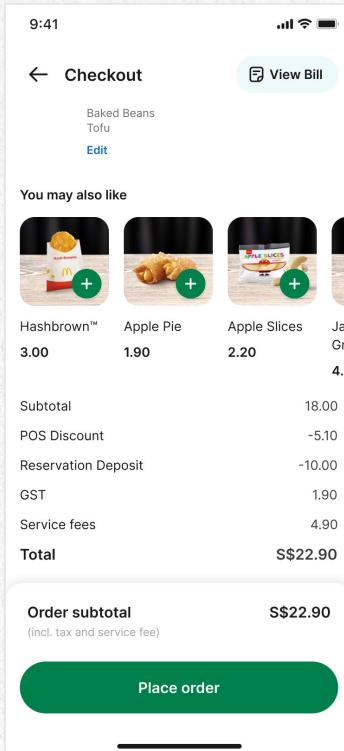
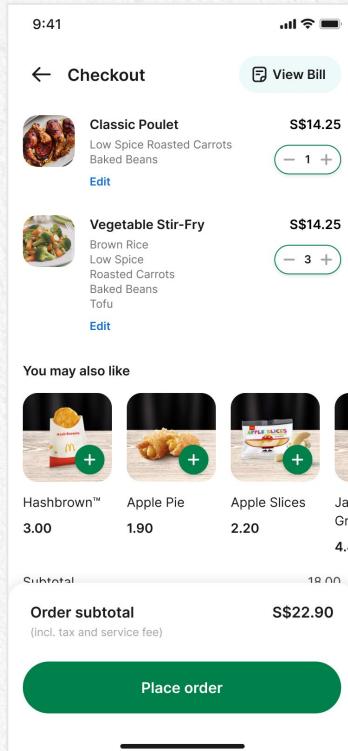
Baked Salmon

Sautéed Spinach

Showcase most popular menu items

Attracts users to convert based on past reviews

Reduce ordering errors and cancellations with communal basket building

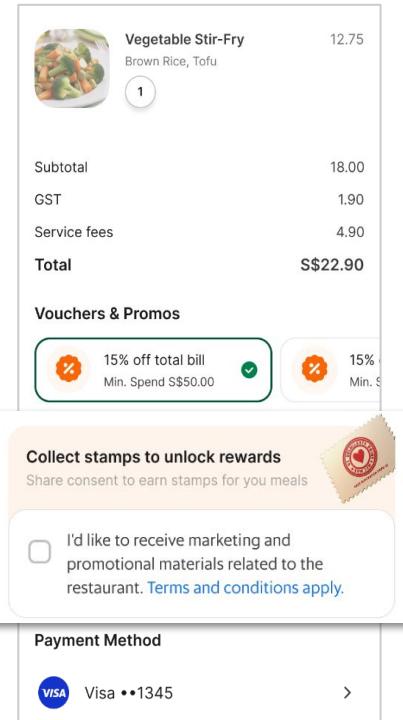


Customers at the same table share 1 basket

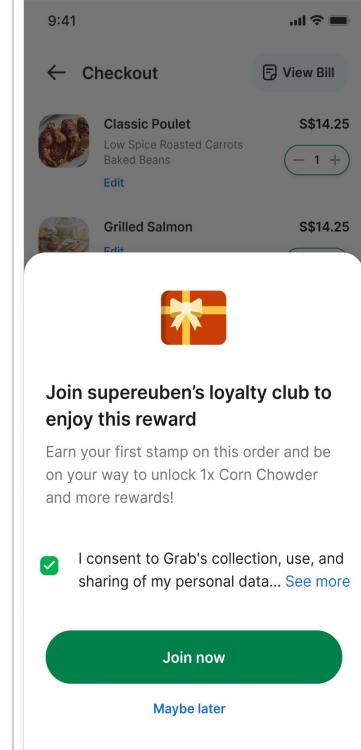
All table orders in 1 invoice

Enhance your customer retention with in-built loyalty mechanics

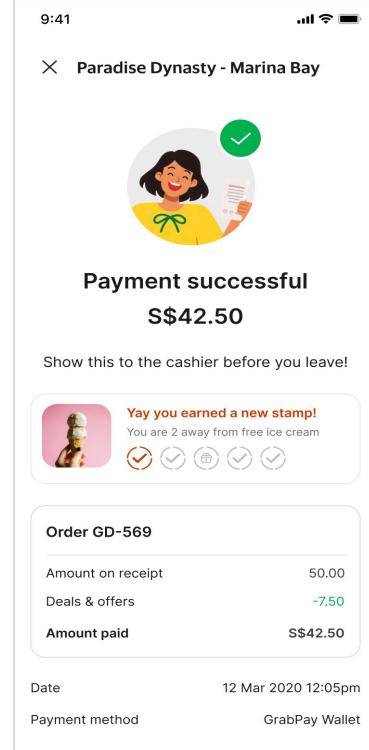
Grow your very own customer base with seamless sign up flows for your loyalty program



Get regulars to return with your store's loyalty programme, in-built within the ordering flow



1 click sign-up with necessary consent secured, reducing friction for customers

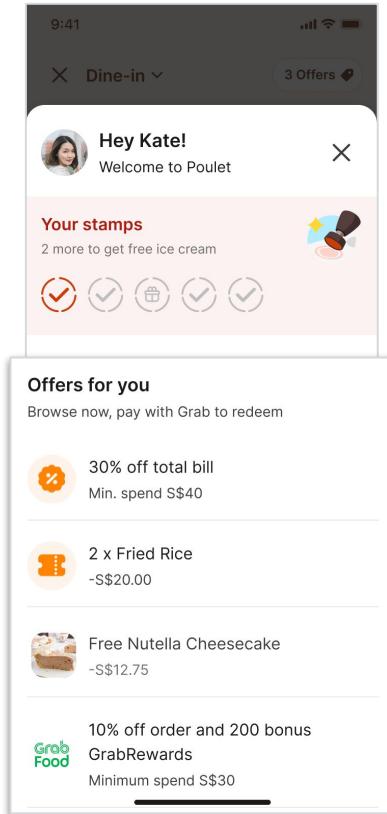
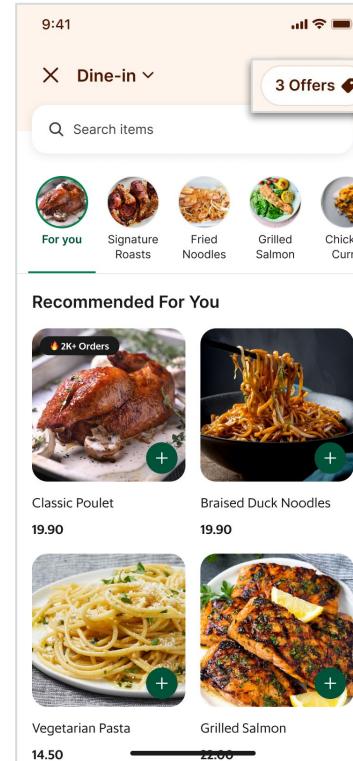
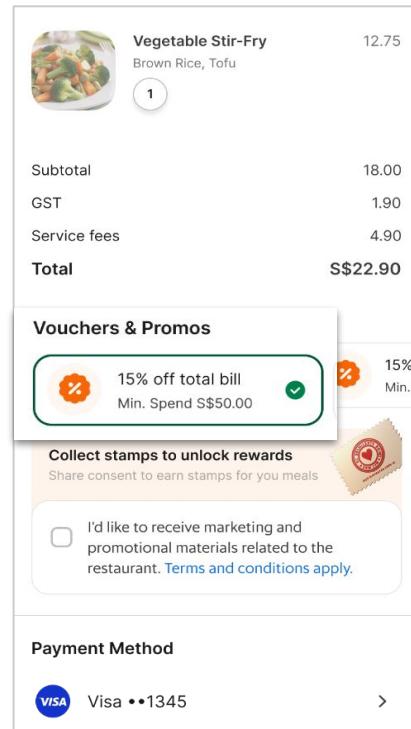


Drive repeat customers with stamp card promos

For deals mex only

Works seamlessly with Grab Dine out Deals

Customers can easily
apply any pre-purchased
vouchers during the
ordering process



Scan to Order integrates flawlessly across different touchpoints to drive your business growth

POS INTEGRATION

New customer acquisition

Deals

Offering attractive deals to attract customers to your door

Reservations

Drive discovery and footfall into your restaurant by offering reservations

Grow in-store sales

Scan to Order

Increase basket size orders with a smarter personalised menu

Customer retention

Loyalty

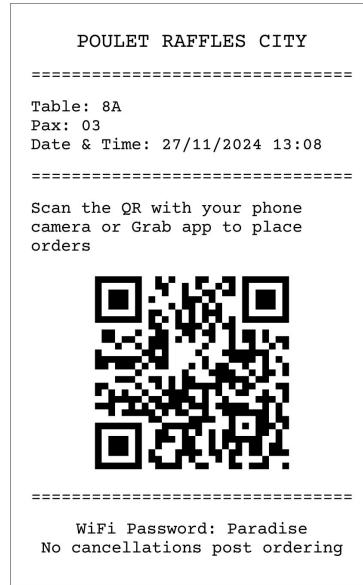
Drive repeat customers to your store with an in-built loyalty programme

Improve marketing ROI

With 360 data and insights around your most valuable customers

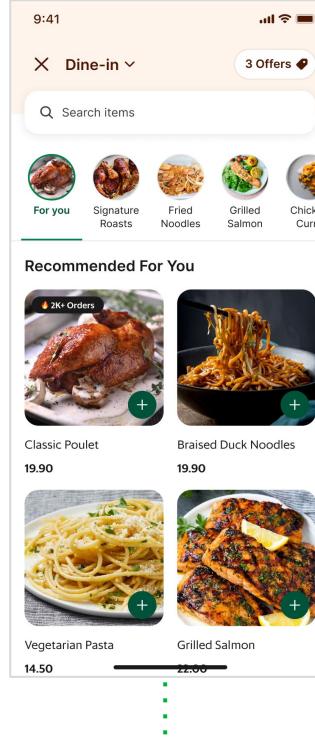
Only if needed

Easy to implement and operationalise for your customers

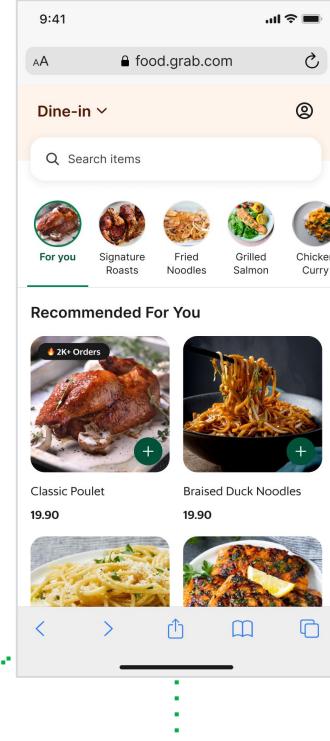


Dynamic QR

Easy-to- operationalise with Dynamic QR printed on receipt



App - Logged in
Opens in Grab app



Web - Guest
Opens in web browser

Commercial bundles



STO Bundle Pricing

 silompos



Scan-to-order



Dineout Deals



Reservation

Individual product

408/mo

Free Scan-to-order

10% commission
10% co-fund discount
(until Jun'25)

3 mo icon/widget

3,500 THB/mo
35 THB/seat
1,500 THB Training fee



Recommended

POS + Grab bundles

408/mo
Free 3 mo*

Free Scan-to-order
100 THB Grab vouchers
Up to 50K COM7 voucher

10% commission
10% co-fund discount
until Jun'25 + 5% after

6 mo icon/widget

Free 3 months + 2.5K THB/mo
25 THB/seat**
1,500 THB Training fee
Media 38,500 THB

Save over 20,000+/yr
Tap into Grab and tourist users

Market rate

1,000/mo

300 THB/mo

12% commission

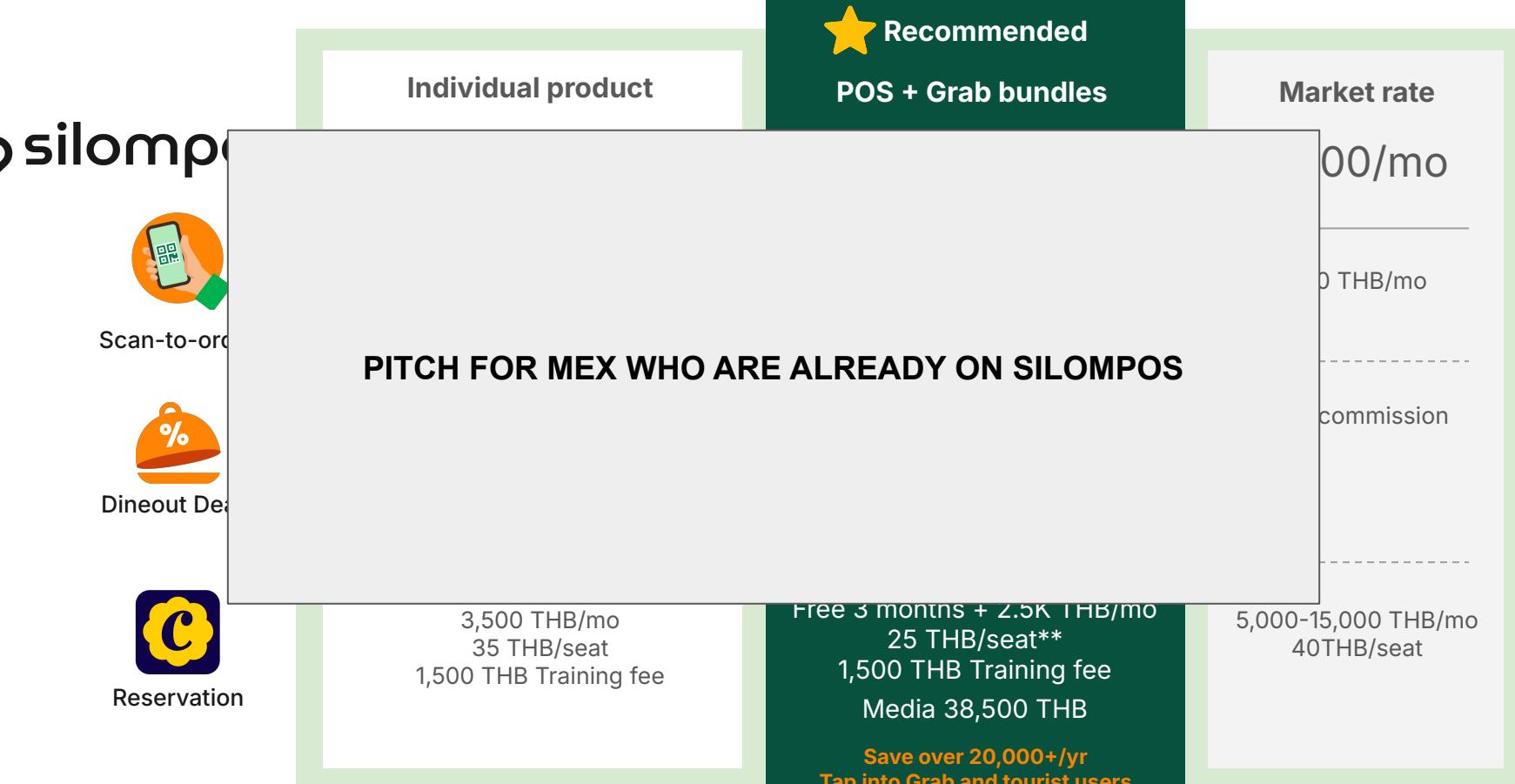
5,000-15,000 THB/mo
40THB/seat

* Free 3 months + Remaining time if switch from other platforms

**25 THB/seat exclude 3-mo free for Grab app if join Dineout deals



STO Bundle Pricing



* Free 3 months + Remaining time if switch from other platforms
**25 THB/seat exclude 3-mo free for Grab app if join Dineout deals



STO Bundle Pricing



Scan-to-order



Dineout Deal



Loyalty

Individual product

100/mo



Recommended

POS + Grab bundles

100/mo

Market rate

100/mo

100 RM/mo

commission

100 RM/mo

x RM/mo
per engagement message sent

PITCH FOR NON-OMNI MEX (where we sell only STO+InstantMOV or STO+LaaS)

x RM/mo
per engagement message sent

Free first X messages

Save over 20,000+/yr



STO Bundle Pricing



Scan-to-order



Dineout Deals



Loyalty

Individual product

490/mo

Free Scan-to-order

10% commission
10% co-fund discount
(until Jun'25)

3 mo icon/widget

x RM/mo
x RM per engagement
message sent



Recommended

POS + Grab bundles

Free Software*

Free Scan-to-order
100 RM Grab vouchers

10% commission
10% co-fund discount
until Jun'25 + 5% after

6 mo icon/widget

Free 6 months
Free first X messages

Save over 20,000+/yr

Market rate

190/mo

300 RM/mo

12% commission

x RM/mo
x RM per engagement
message sent

* Free software until Dec 25 + Remaining time if switch from other platforms



STO Bundle Pricing



Scan-to-order



Dineout Deal



Loyalty

Individual product

100/mo



Recommended

POS + Grab bundles

100/mo

Market rate

100/mo

PITCH FOR HUBBO STO MEX

x RM/mo
x RM/mo
x RM per engagement message sent

Free first X messages
Save over 20,000+/yr

x RM/mo
x RM per engagement message sent

commission

* Free software until Dec 25 + Remaining time if switch from other platforms



STO Bundle Pricing



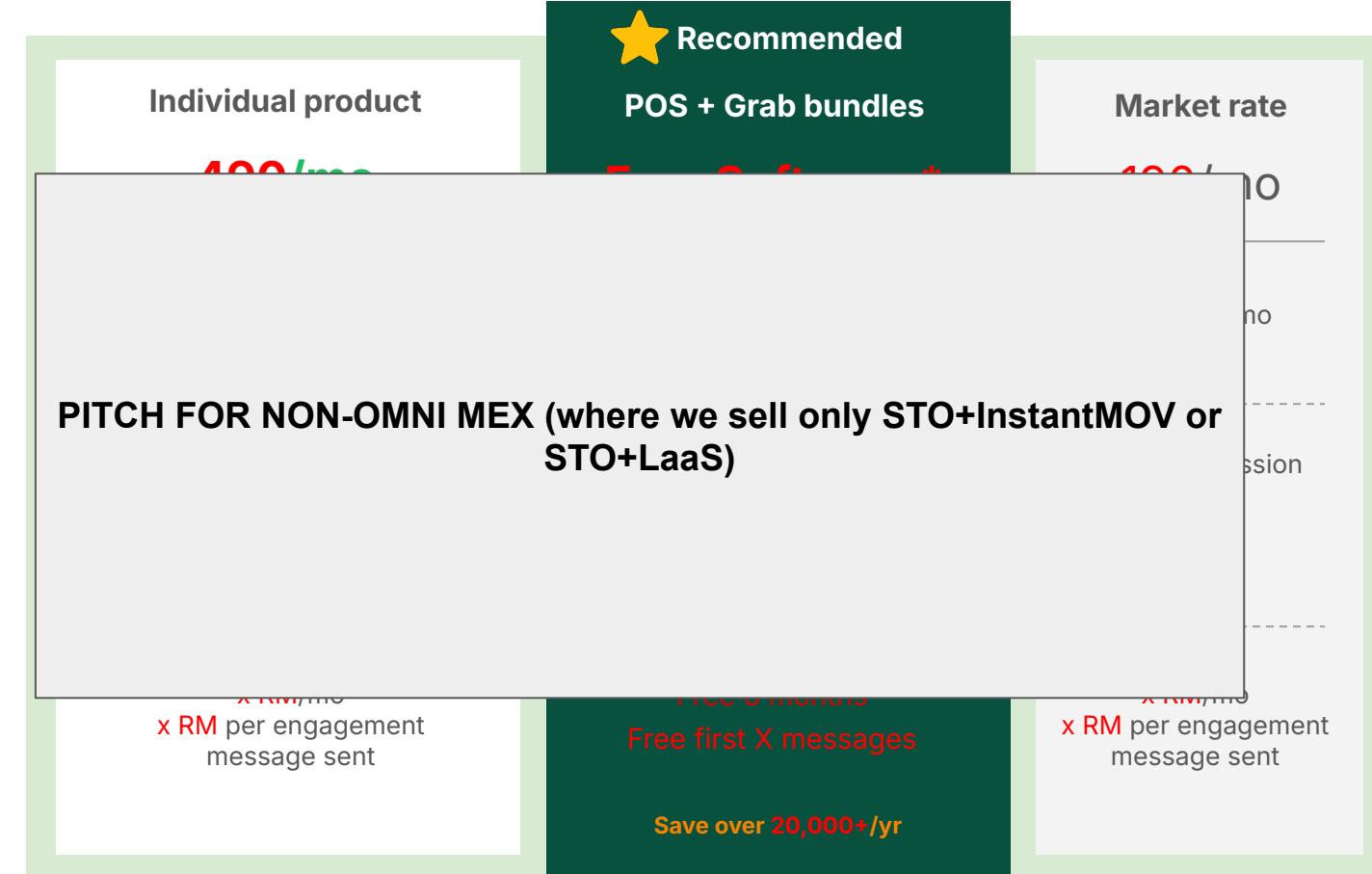
Scan-to-order



Dineout Deals



Loyalty





STO Bundle Pricing



Scan-to-order



Dineout Deal



Loyalty

Individual product

100/mo



Recommended

POS + Grab bundles

100/mo

Market rate

100/mo

100 RM/mo

commission

x RM/mo
x RM/mo
x RM/mo

PITCH FOR NON-OMNI MEX (where we sell only STO+InstantMOV or STO+LaaS)

x RM per engagement message sent

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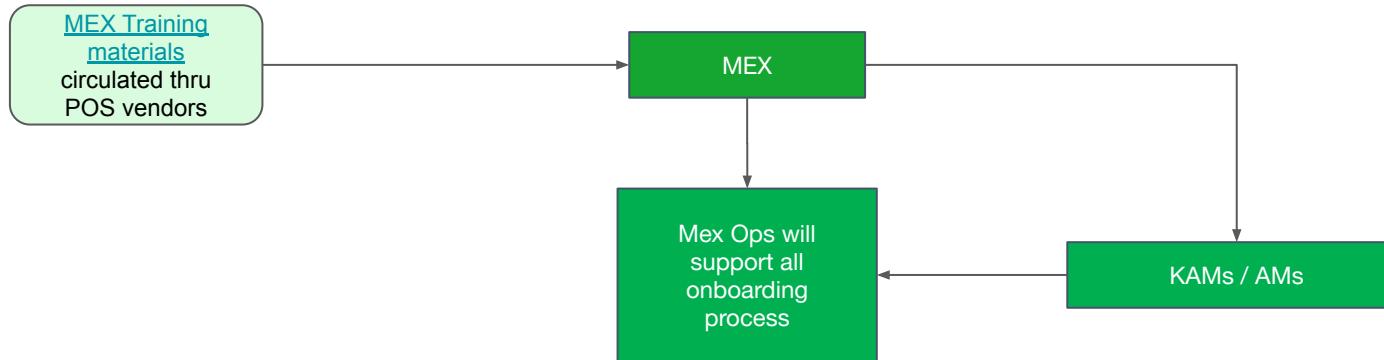
Ops & Support

NEW Add this slide in!

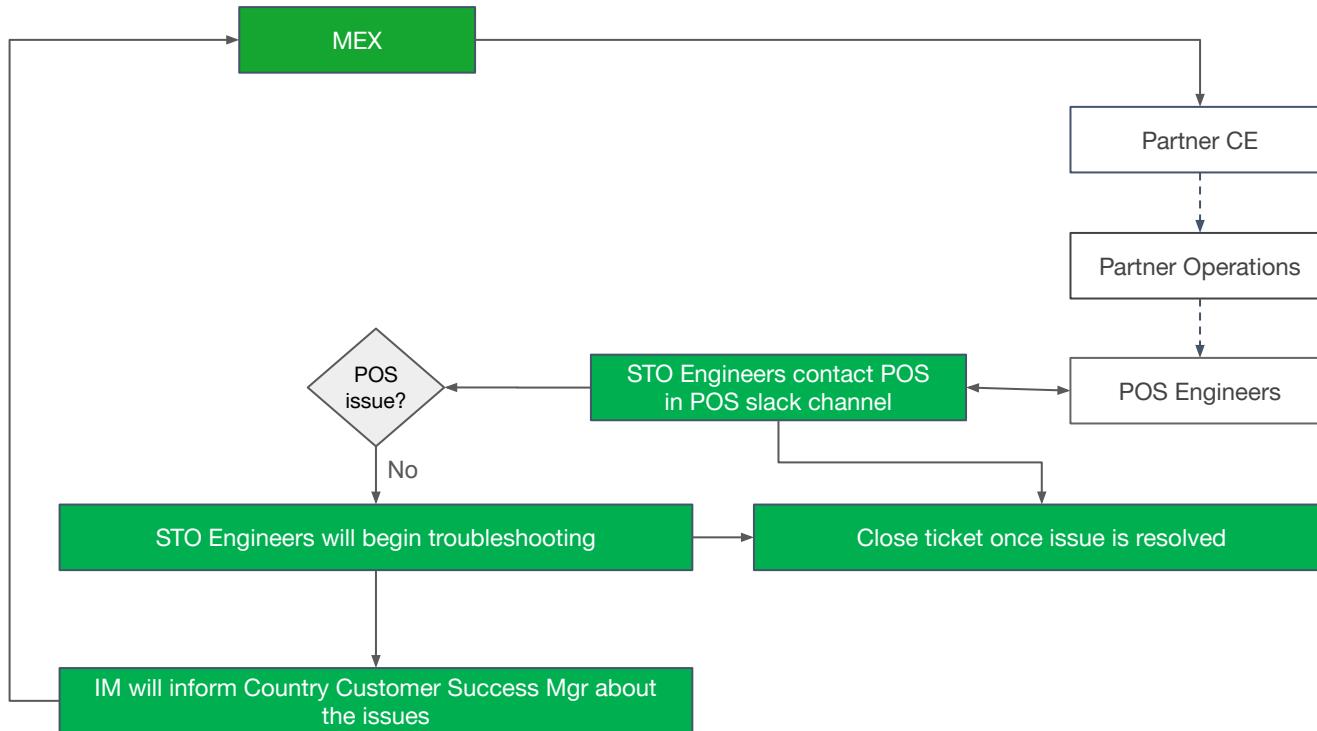
CE Overview

1. **User Impact:**
 - a. Primarily MEX as the in-store operations/ flows will be heavily dependent on POS
2. **Call rate projections & staffing:** Not at the initial stage as the STO pilot will likely be limited to a handful of MEX in each country, and to point 3a below, we will try to lean on POS partners for issue handling where possible
3. **Call reduction initiatives:**
 - a. We will lean on POS partners for (1) issue handling and (2) MEX training before we go live, as far as possible
 - b. Updating of MEX Help Center Articles

Pre launch: Merchant Support Flow

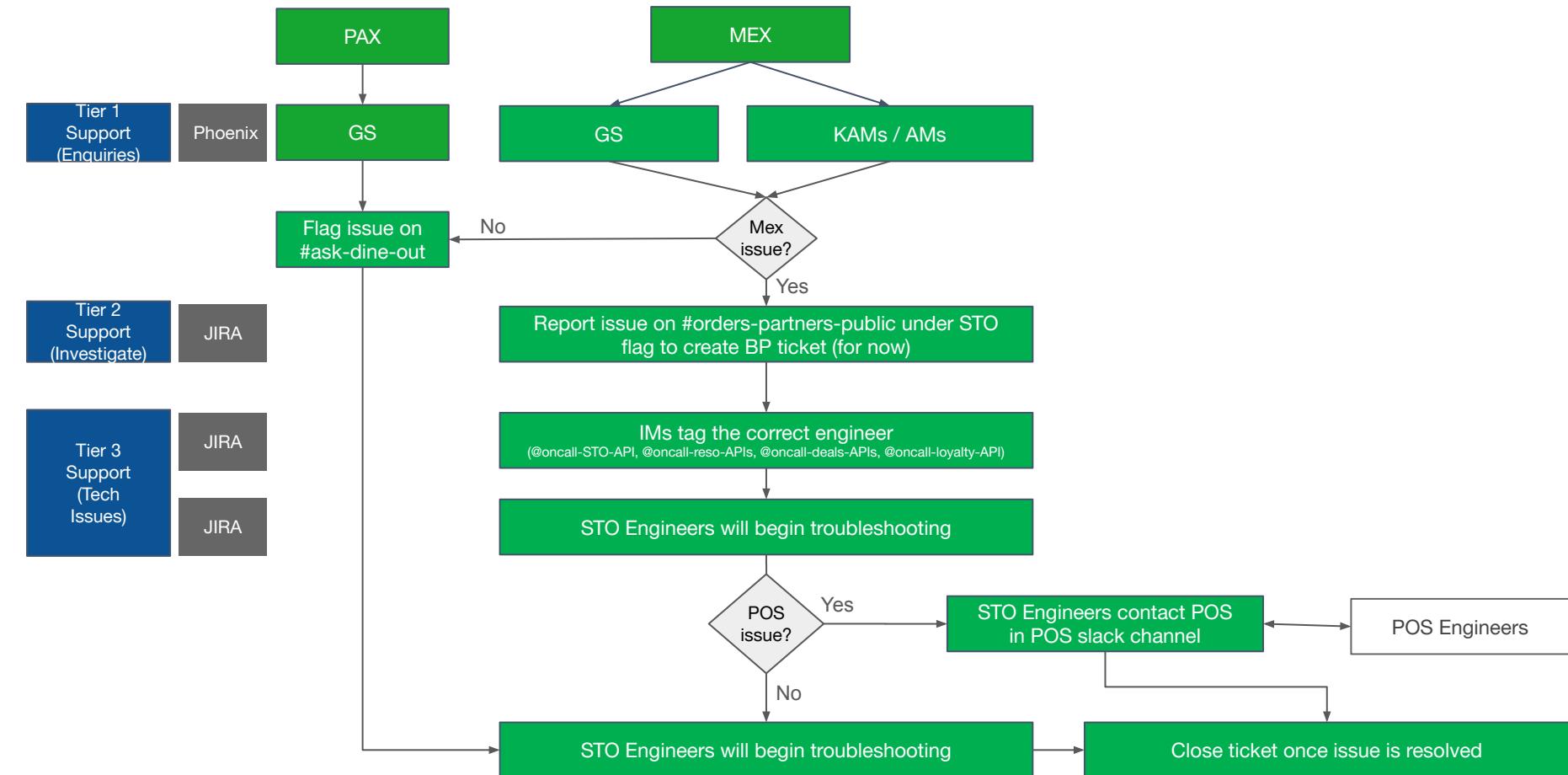


Post launch: POS Integrated Partners Triage Flow (reported by POS)



Note: Make sure Customer Success team is in the POS slack channels

Post launch: POS Integrated Partners Triage Flow (reported from Grab)



Edge Cases and Handling (MEX)

Issue	Stage in customer's journey	Edge Case / Unhappy Path	GS Resolution	Problem/ Symptom (L1-L3)	Action (L1-L3 if applicable based on GS resolution)	Cause (L1-L3)	PIC for Resolution	Root Cause Owner
Issue faced/reported by user	Stage in customer's journey	Detail of the issue reported by the user	Resolution to be given to the user	Symptom reported by user. (Note this is autotagged for digital cases)	Please reach out to P&P to setup Action Field. (Valid only with downstream data consumption)	What caused the issue?	Team to provide resolution to user	Team to monitor and address root cause of unhappy path
Dynamic QR code	First	Merchant cannot print QR code	If the merchant is unable to produce a QR code on POS, GS to escalate to POS engineers immediately.	L1: Device/App Related L2: App/Feature Accessibility L3: QR code not working	L1: Select accordingly L2: Select accordingly L3: Assign to tech support (POS engineers)	L1: Technical Issue L2: Downtime/Outage L3: Application or Software Issues	GS team	POS engineer #ask-dine-out
Dynamic QR code	First	Customer reported QR code is not loading	GS to execute the following checks: <ol style="list-style-type: none">Check if the customer has wifi / mobile dataAsk the customer to rescan using phone camera or Grab app camera.Ask the merchant if he/she had already cancelled an order from his POS for this QR code, because a QR code will only have 1 open orderID, and customers can add items multiple times.Ask the merchant what is the timestamp for creating this QR code because it tends to expire 24 hours after it has been createdIf that is not the case, issue a new QR code to the user as it could be that an error had occurredIf the above 5 points do not resolve the issue, GS to escalate issue to engineers at #ask-dine-out immediately	L1: Device/App Related L2: App/Feature Accessibility L3: QR code not working	L1: Select accordingly L2: Select accordingly L3: Assign to tech support (ACE engineers)	L1: Technical Issue L2: Downtime/Outage L3: Application or Software Issues	GS team	ACE engineers #ask-dine-out

Edge Cases and Handling (MEX)

Issue	Stage in customer's journey	Edge Case / Unhappy Path	GS Resolution	Problem/ Symptom (L1-L3)	Action (L1-L3 if applicable based on GS resolution)	Cause (L1-L3)	PIC for Resolution	Root Cause Owner
Issue faced/reported by user	Stage in customer's journey	Detail of the issue reported by the user	Resolution to be given to the user	Symptom reported by user. (Note this is autotagged for digital cases)	Please reach out to P&P to setup Action Field. (Valid only with downstream data consumption)	What caused the issue?	Team to provide resolution to user	Team to monitor and address root cause of unhappy path
Ordering	Second	Customer cannot send in order	GS to execute the following checks: <ol style="list-style-type: none"> Check if the customer has wifi / mobile data Check if the basket is empty When the user submits the order, make sure the user did not press "Back" for the web browser, as that could disrupt the submission of the order Check if the modifier of every item added to the basket is filled appropriately - make sure there's no mandatory field left blank Check the basket if there's any item / modifier out of stock as that will lead to unsuccessful order placement Check if the basket is not too big - there is an order limit set per country, refer to the list of limits here If the above 5 points do not resolve the issue, GS to escalate issue to engineers at #ask-dine-out immediately 	L1: Device/App Related L2: App stuck/Issue L3: Unable to make booking/order	L1: Select accordingly L2: Select accordingly L3: Assign to tech support (ACE engineers)	L1: Technical Issue L2: Downtime/Outage L3: Application or Software Issues	GS team	GS team
Ordering	Second	Customer wants me to add more items	GS to inform merchant that they can tell the customer to continue adding items by adding items to the basket and submitting them If merchant is unable to do so, GS to escalate to ACE engineer / POS engineer	L1: Device/App Related L2: App stuck/Issue L3: Unable to make booking/order	L1: Select accordingly L2: Select accordingly L3: Assign to tech support (POS/ ACE engineers)	L1: Technical Issue L2: Downtime/Outage L3: Application or Software Issues	GS team	ACE engineer #ask-dine-out

Edge Cases and Handling (MEX)

Issue	Stage in customer's journey	Edge Case / Unhappy Path	GS Resolution	Problem/ Symptom (L1-L3)	Action (L1-L3 if applicable based on GS resolution)	Cause (L1-L3)	PIC for Resolution	Root Cause Owner
Issue faced/reported by user	Stage in customer's journey	Detail of the issue reported by the user	Resolution to be given to the user	Symptom reported by user. (Note this is autotagged for digital cases)	Please reach out to P&P to setup Action Field. (Valid only with downstream data consumption)	What caused the issue?	Team to provide resolution to user	Team to monitor and address root cause of unhappy path
Ordering	Second	Customer wants me to help cancel an item and I have not prepared the food yet	GS to inform merchant that they can help to cancel an item or the entire order through your POS Note: If the merchant cancels the entire order, then he must issue a new QR code to the customer If merchant is unable to do so, GS to escalate to ACE engineer / POS engineer	L1: Booking Support L2: Booking Cancellation L3: Cancel before food prepared	L1: Select accordingly L2: Select accordingly L3: Assign to tech support (ACE/POS engineers)	L1: User Behaviour L2: Booking related issues (Non-fare related) L3: Pax change of mind	GS team	GS team
Ordering	Second	I don't see the orders coming in but the customer said he/she submitted it	GS to escalate to POS engineers immediately	L1: Device/App Related L2: Missing/Inaccurate InApp Content L3: Order not received	L1: Select accordingly L2: Select accordingly L3: Assign to tech support (POS engineers)	L1: Technical Issue L2: Downtime/Outage L3: Application or Software Issues	GS team	POS engineers #ask-dine-out
Payment	Third	I realised the bill is not calculated correctly as what I had expected	GS to inform merchant that the bill is calculated as follows: 1. Item price 2. Tax on item price based on item price s 3. Any other in-store POS promo to be applied on it - this is applied before adding service charge 4. Service charge based on the above 5. Restaurant packaging fee (if it's a takeaway order) If there's any dispute, GS to escalate to Grab engineers and AMs with immediate effect and GS to inform the store should revert to taking orders outside of STO	L1: Payments & Wallets L2: Refunds/Appeasement L3: Incorrect amount charged	L1: Advise Mex accordingly OR L1: Select accordingly L2: Select accordingly L3: Assign to tech support	L1: Technical Issue L2: Downtime/Outage L3: Application or Software Issues	GS team	ACE engineers and AMs #ask-dine-out

Edge Cases and Handling (MEX)

Issue	Stage in customer's journey	Edge Case / Unhappy Path	GS Resolution	Problem/Symptom (L1-L3)	Action (L1-L3 if applicable based on GS resolution)	Cause (L1-L3)	PIC for Resolution	Root Cause Owner
Issue faced/reported by user	Stage in customer's journey	Detail of the issue reported by the user	Resolution to be given to the user	Symptom reported by user. (Note this is autotagged for digital cases)	Please reach out to P&P to setup Action Field. (Valid only with downstream data consumption)	What caused the issue?	Team to provide resolution to user	Team to monitor and address root cause of unhappy path
Payment	Third	I don't see the total list of orders and payment summary I see on the customer's phone	GS to escalate to POS engineers immediately	L1: Device/App Related L2: Missing/Inaccurate InApp Content L3: Order not received	L1: Select accordingly L2: Select accordingly L3: Assign to tech support (POS engineers)	L1: Technical Issue L2: Downtime/Outage L3: Application or Software Issues	GS team	POS engineers #ask-dine-out
Payment	Third	User paid using paybill but I don't see the transaction coming in successfully	GS to advise merchant to check MEX app > Finance tab to see if there's paybill transactions there. If there is no successful transaction, this could be an issue with the interface, GS to escalate to POS history engineers to verify the issue	L1: Device/App Related L2: Missing/Inaccurate InApp Content L3: Missing Trip/Wallet/Transaction	L1: Advise Mex accordingly OR L1: Select accordingly L2: Select accordingly L3: Assign to tech support (POS engineers)	L1: Technical Issue L2: Downtime/Outage L3: Application or Software Issues	GS team	POS engineers #ask-dine-out
Payment	Third	Customer complained that they don't see stamps issued after paying thru paybill	GS to advise merchant to tell the customer to open up the paybill receipt in Activities. The invoice will indicate a stamp was issued. If not, advise customer to go to Account > Partner loyalty programs > click on the merchant's stamp card campaign and validate if there was a stamp given If no stamp was given, then merchant can always grant user a stamp through the sunmi device and scanning the user's QR code	L1: Rewards/Incentives/Pr omo L2: Rewards/ Points L3: Reward missing/not received	L1: Advise Mex accordingly L1: User Training L2: User unfamiliar with feature/interface L3: User do not know how to use existing product/feature	L1: User Training L2: User unfamiliar with feature/interface L3: User do not know how to use existing product/feature	GS team	GS team
Payment	Third	Customer complained that they don't see stamps issued after paying thru other offline methods	GS to advise merchant to tell customers to go to STO payment summary page. They can claim their loyalty stamp from that page. If customers cannot get the stamp, then merchant can grant user a stamp through the sunmi device and scanning the user's QR code	L1: Rewards/Incentives/Pr omo L2: Rewards/ Points L3: Reward missing/not received	L1: Advise Mex accordingly L1: User Training L2: User unfamiliar with feature/interface L3: User do not know how to use existing product/feature	L1: User Training L2: User unfamiliar with feature/interface L3: User do not know how to use existing product/feature	GS team	GS team

FAQs

Q: Is there the same policy as self pickup for missing/wrong item (MIWI) will be on the onus of pax to check and they have to directly reconcile with the mex should there be an issue of MIWI? (ie. pax should not be raising this issue to GS - refund & appeasement policy to be aligned with line of business GM)

A: Yes

Q: Where will takeaway QR code be placed?

A: QR code will be anywhere they want to place it in the restaurant, likely at the counter.

Q: How does self pickup flow differ from STO takeaway?

A: Different from self pick up because the demand is not generated from app.

Help Center (live on 30 June)

Link to Help Centre Article(s):

POS-integrated MEX

SG (EN): <https://help.grab.com/merchant/en-sg/4407218538649>

MY (EN): <https://help.grab.com/merchant/en-my/4407218538649>

MY (local): <https://help.grab.com/merchant/ms-my/4407218538649>

ID (local): <https://help.grab.com/merchant/id-id/4407218538649>

TH (EN): <https://help.grab.com/merchant/en-th/4407218538649>

TH (local): <https://help.grab.com/merchant/th-th/4407218538649>

non-POS integrated MEX

SG (EN): <https://help.grab.com/merchant/en-sg/900007679063>

MY (EN): <https://help.grab.com/merchant/en-my/900007679063>

MY (local): <https://help.grab.com/merchant/ms-my/900007679063>

ID (local): <https://help.grab.com/merchant/id-id/900007679063>

TH (EN): <https://help.grab.com/merchant/en-th/900007679063>

TH (local): <https://help.grab.com/merchant/th-th/900007679063>

FAQs

Q: Is the user able to add the item after completed to place the order to the POS?

A: Yes.

Q: Where do I scan the QR code in the Grab app? Do I use Scan to Pay, or just the phone's regular QR scanner?

A: Users can use phone camera or Grab app or QR scanner (android).

Q: Is STO integrated with Instant Deal?

A: Yes, Paybill is integrated with Instant Deal.

Q: [ID] If OVO is available, how does the payment method work?

A: It is the same as paybill flow. Users can scroll down and pay with OVO. If is a non Grab user, he can pay at counter with OVO. Payment success page will appear once paid.

Q: At the point of paying the bill via GrabApp, Pax is able to utilize GRP/OVO?

A: Yes, it follows the same Paybill flow.

Q: How does Mex produce the dynamic QR? Does this mean STO is only eligible for POS mex?

A: It will be created from POS itself. POS vendor is in charge of teaching mex how to produce, to refer to POS training manual. Yes only for POS merchants only.

FAQs

Q: Are the offers/discounts quantity dependent? For example if Mex removed one of the item due to OOS, will it affect the discount?

A: This issue will not arise as users will only pay at counter so discounts will only be applied when payment is being made. We are not anticipating cases where Pax will dispute that the discount was automatically removed, because one of the item was removed as the he discount will be applied to the latest order.

Q: How long can users use STO for dine out deals?

A: This depends on the T&Cs of the respective dine out deals.

Q: GS SG received quite a number of dine out deals cases where Pax was turned down by Mex, as Mex has either opted out or never opted in at the 1st place. Could this affect STO?

A: If STO mex is a deals mex then there might be a need for Mex education. As all STO mex are POS mex, cashiers can see in the system for discounts and will have to honour it, so this would be less likely to happen but we will continue to monitor.

Q: In the HCA it mentions that non-pos mex may be charged 1 SGD per QR. Would this be an edge case?

A: We will remove this from HCA as different markets may operate differently. Country teams will advise accordingly.

Q: Can Mex proceed with the refund to Pax directly from the Merchant app if Pax paid by using Grab app? Like the flow for dine out deal refund.

A: Yes.

Onboarding

Overview of onboarding steps

STO Merchant Onboarding Checklist (SG, ID)

- Inform @bo.peng to whitelist mex for STO, Blacklist mex for self-serve deals, Blacklist mex on paybill
- Ensure Dine out service toggle in Zeus is turned on
- Ensure Dine out menu is uploaded by merchant before launch
 - Request mex to upload Dine out menu on POS side
 - Then sync the menu from POS side to Grab
-
- Enter tax, service charge, into Zeus

Paybill merchant with or without deals

- Enter commissions in deals field

GF integrated

GF not
integrated

Non GF

Tell the
partner the
mexID and
ask partner

Overview of onboarding steps

STO Merchant Onboarding Checklist (SG, ID)

- Whitelist mex for STO
- Blacklist mex for self-serve deals
- Blacklist mex on paybill
- Ensure Dine out service toggle in Zeus is turned on
- Ensure Dine out menu is uploaded by merchant before launch
 - Request mex to upload Dine out menu on Grab side
 - Then press sync button to sync it to POS
- Enter restaurant packaging fee (if relevant) in the SPU fields
- [As of 1 Oct] Enter tax, service charge, menu type, rounding logic into Zeus

Paybill merchant with deals (as of 1 Oct)

- Enter deals commission in deals field
- Enter MDR in "Scan to pay" commissions fields

Paybill merchant no deals (as of 1 Oct)

- Enter MDR in "Scan to pay" commission fields

Overview of onboarding steps

STO Merchant Onboarding Checklist (SG, ID)

- Whitelist mex for STO
- Blacklist mex for self-serve deals
- Blacklist mex on paybill
- Ensure Dine out service toggle in Zeus is turned on
- Ensure Dine out menu is uploaded by merchant before launch
 - Request mex to upload Dine out menu on Grab side
 - Then press sync button to sync it to POS
- Enter restaurant packaging fee (if relevant) in the SPU fields
- [As of 1 Oct] Enter tax, service charge, menu type, rounding logic into Zeus

Paybill merchant with deals (as of 1 Oct)

- Enter deals commission in deals field
- Enter MDR in “Scan to pay” commissions fields

Paybill merchant no deals (as of 1 Oct)

- Enter MDR in “Scan to pay” commission fields

STO Merchant Onboarding Checklist (MY, TH)

- Whitelist mex for STO
- Blacklist mex for self-serve deals
- Blacklist mex on paybill
- Ensure Dine out service toggle in Zeus is turned on
- Ensure Dine out menu is uploaded by merchant before launch
 - Request mex to upload Dine out menu on Grab side
 - Then press sync button to sync it to POS

Paybill merchant with or without deals

- Enter commissions in deals field

Paybill merchant with deals (as of 1 Oct)

- Enter deals commission in deals field
- Enter MDR in “Scan to pay” commissions fields

Paybill merchant no deals (as of 1 Oct)

- Enter MDR in “Scan to pay” commission fields

Overview of onboarding steps

Pre-differentiated comms

STO Merchant Onboarding Checklist (SG, ID)

- Update the relevant SegPs
 - *Refer to this [document](#) on for SegPs (1) & (3) and how to refresh SegPs
 - (1) Whitelist MEX for STO,
 - (2) Blacklist MEX for self-serve deals,
 - (3) Blacklist MEX on paybill
 - (4) Whitelist MEX for CRM (if relevant)
- Ensure Dine out service toggle in Zeus is turned on
- Enter tax and service charge into Zeus
- Ensure Dine out menu is uploaded by merchant before launch
 - Request MEX to upload Dine out menu on POS side
 - If MEX is on GrabFood but not POS integrated**, request MEX to also upload Deliveries menu on POS side
 - Then sync the menu from POS side to Grab

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STO + Deals mex

- Ensure deals commission is entered in Zeus
- Note that this commission will be applied on paybill transactions with or without deals applied

STO + Paybill mex

- Ensure blended MDR is entered in Zeus under the deals commission field

STO + CRM mex

- Whitelist this mex under this segP: xxx

STO + LAAS mex

- Whitelist this mex under this segP: xxx

Overview of onboarding steps

Pre-differentiated comms

STO Merchant Onboarding Checklist (SG, ID)

- Update the relevant SegPs
 - *Refer to this [document](#) on for SegPs (1) & (3) and how to refresh SegPs
 - (1) Whitelist MEX for STO,
 - (2) Blacklist MEX for self-serve deals,
 - (3) Blacklist MEX on paybill
 - (4) Whitelist MEX for CRM (if relevant)
- Ensure Dine out service toggle in Zeus is turned on
- Ensure Dine out menu is uploaded by merchant before launch
 - Request MEX to upload Dine out menu on POS side
 - If MEX is on GrabFood but not POS integrated,** request MEX to also upload Deliveries menu on POS side
 - Then sync the menu from POS side to Grab
- Enter tax, service charge, menu type and rounding logic into Zeus
- Enter commissions in deals field

STO Merchant Onboarding Checklist (MY, TH)

- Update the relevant SegPs
 - *Refer to this [document](#) on for SegPs (1) & (3) and how to refresh SegPs
 - (1) Whitelist MEX for STO,
 - (2) Blacklist MEX for self-serve deals,
 - (3) Blacklist MEX on paybill
- Ensure Dine out service toggle in Zeus is turned on
- Ensure Dine out menu is uploaded by merchant before launch
 - Request MEX to upload Dine out menu on POS side
 - If MEX is on GrabFood but not POS integrated,** request MEX to also upload Deliveries menu on POS side
 - Then sync the menu from POS side to Grab
- Enter restaurant packaging fee (if relevant) in the SPU fields
- Enter commissions in deals field

Overview of onboarding steps

Post-differentiated comms

STO Merchant Onboarding Checklist (SG, ID)

- Update the relevant SegPs

*Refer to this [document](#) on for SegPs (1) & (3) and how to refresh SegPs

 - (1) Whitelist MEX for STO,
 - (2) Blacklist MEX for self-serve deals,
 - (3) Blacklist MEX on paybill
 - (4) Whitelist MEX for CRM (if relevant)
- Ensure Dine out service toggle in Zeus is turned on
- Ensure Dine out menu is uploaded by merchant before launch
 - Request MEX to upload Dine out menu on POS side
 - If MEX is on GrabFood but not POS integrated,** request MEX to also upload Deliveries menu on POS side
 - Then sync the menu from POS side to Grab
- Enter tax, service charge, menu type and rounding logic into Zeus

For Paybill merchant with deals

- Enter deals commission in deals field
- Enter MDR in “PayBill” commissions fields

For Paybill merchant no deals

- Enter MDR in “PayBill” commission fields

STO Merchant Onboarding Checklist (MY, TH)

- Update the relevant SegPs

*Refer to this [document](#) on for SegPs (1) & (3) and how to refresh SegPs

 - (1) Whitelist MEX for STO,
 - (2) Blacklist MEX for self-serve deals,
 - (3) Blacklist MEX on paybill
- Ensure Dine out service toggle in Zeus is turned on
- Ensure Dine out menu is uploaded by merchant before launch
 - Request MEX to upload Dine out menu on POS side
 - If MEX is on GrabFood but not POS integrated,** request MEX to also upload Deliveries menu on POS side
 - Then sync the menu from POS side to Grab
- Enter restaurant packaging fee (if relevant) in the SPU fields

For Paybill merchant with deals

- Enter deals commission in deals field
- Enter MDR in “PayBill” commissions fields

For Paybill merchant no deals

- Enter MDR in “PayBill” commission fields

Setting Dine out menu under SBM

Deals commission field

Scan to pay commission field (As of 1 Oct)

Enter packaging fee for Takeaway

Enter calculations config

GrabX for a start, will later migrate to Zeus

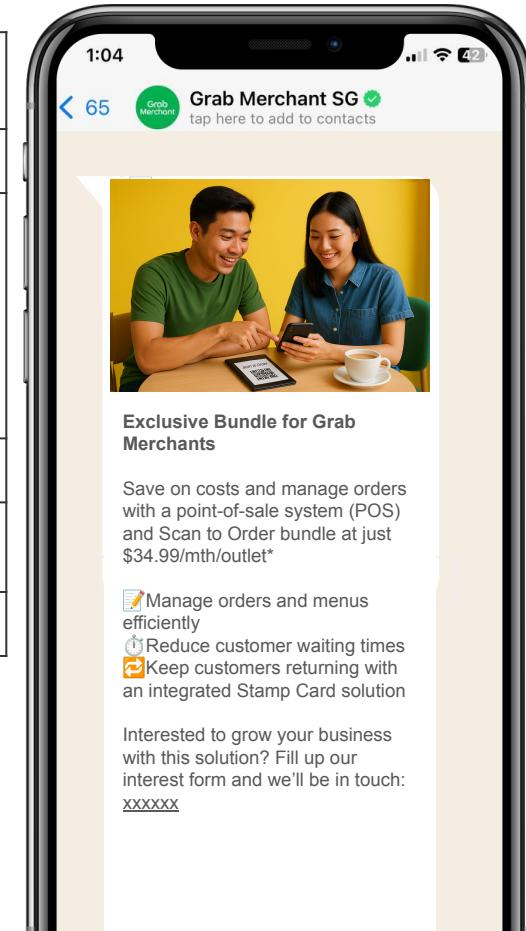
MEX Onboarding Checklist

Item	Country Support Needed
Tax	Ensure these fields are filled in / turned on in Zeus
Service charge	
Restaurant packaging fee	
Dine-in service toggle needs to be turned on	
Dine out menu is uploaded from POS	Ensure MEX have uploaded their menu to the POS system, under Dine out service type and sync it Note: Syncing takes about an hour, so do prepare this before the restaurant operates
Whitelist the merchant for STO here	Contact @bo.peng to whitelist for you.
Blacklist the merchant for self-serve deals here	Refer to this doc to learn how to blacklist the STO Mex
Blacklist the merchant for paybill flow	If your mex is not using paybill, please contact @bo.peng to blacklist
Deliveries / STO cancellation order limit	Done
STO basket size limit	Done
STO refund limit at MEX level	Done
STO refund window: 12 hours	These are the current default settings for these fields. Ensure that MEX are aware of these settings. If there are any concerns from MEX, please let the Reg team know and we can tweak these.
STO dynamic QR code validity period timeframe : 24 hours	

MEX Marketing GTM

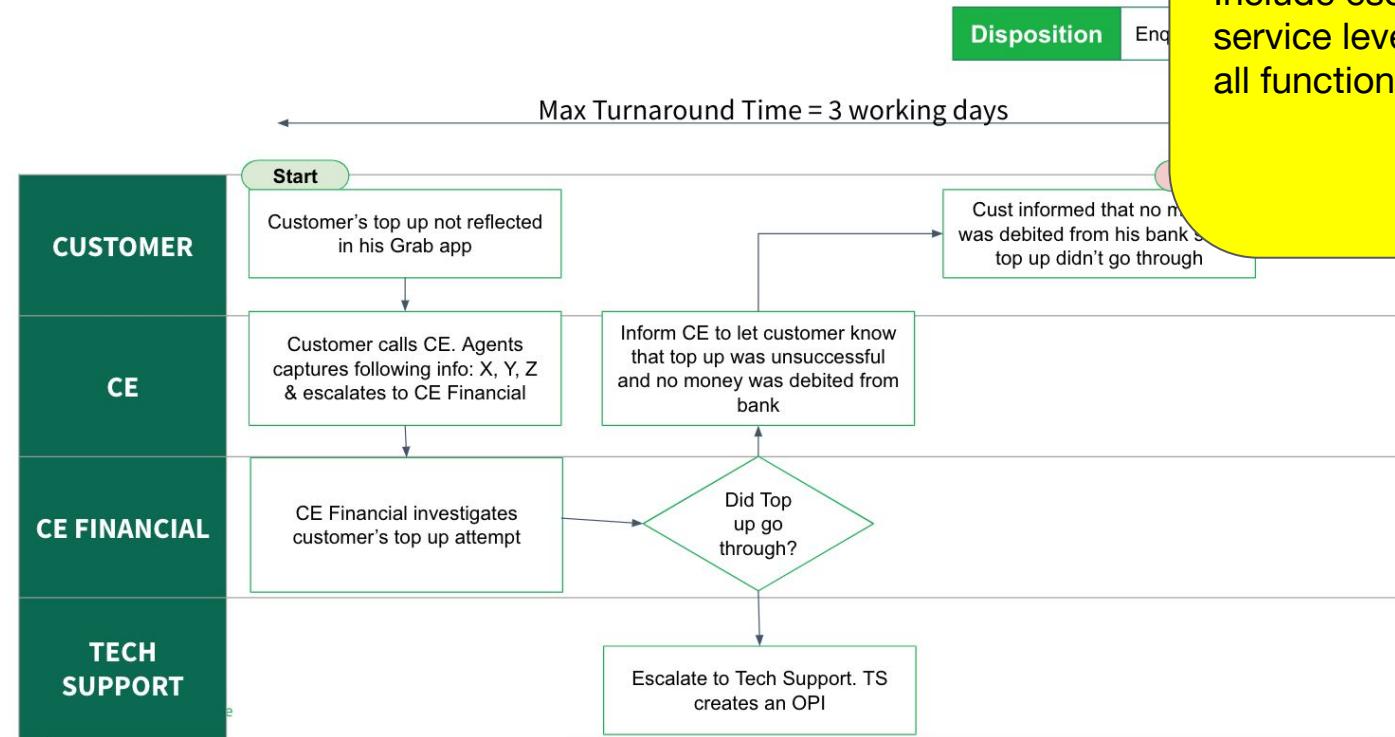
Whatsapp (SG) POS + STO Pilot

KV	https://drive.google.com/drive/u/0/folders/1EmaWWuLV26uD8RzK3GI32-7N8R63ZpZH
Title	Exclusive POS and Scan to Order Bundle for Grab Merchants
Body Copy	<p><i>Save on POS costs and manage orders with a point-of-sale system bundled with Grab's Scan to Order solution at just \$34.99/mth/outlet*</i></p> <ul style="list-style-type: none">📝 Manage orders and menus efficiently⌚ Reduce customer waiting times🔁 Keep customers returning with an integrated Stamp Card solution <p>Interested to grow your business with this solution? Fill up our interest form and we'll be in touch!</p>
CTA	Register Your Interest
CTA Link	https://docs.google.com/forms/d/e/1FAIpQLSfOCeEu301E2EKFC_kwApeS36V-0fsmk8lqalOfeYuCN7Gxb7A/viewform
MEX	All unmanaged GrabFood mexes



Slides Graveyard

SOPs & SLAs



NEW Add this slide in!

Include escalation paths and service levels expectations for all functions involved.

Omni PICs

	STO PIC	Customer Success PIC
SG	Wennie Liu	Markus Tay
MY	Chris Cheong / Richard Chan	
ID	Adri / Ismail	
TH	Kanapot (Jeans) / Chan.Pi	