

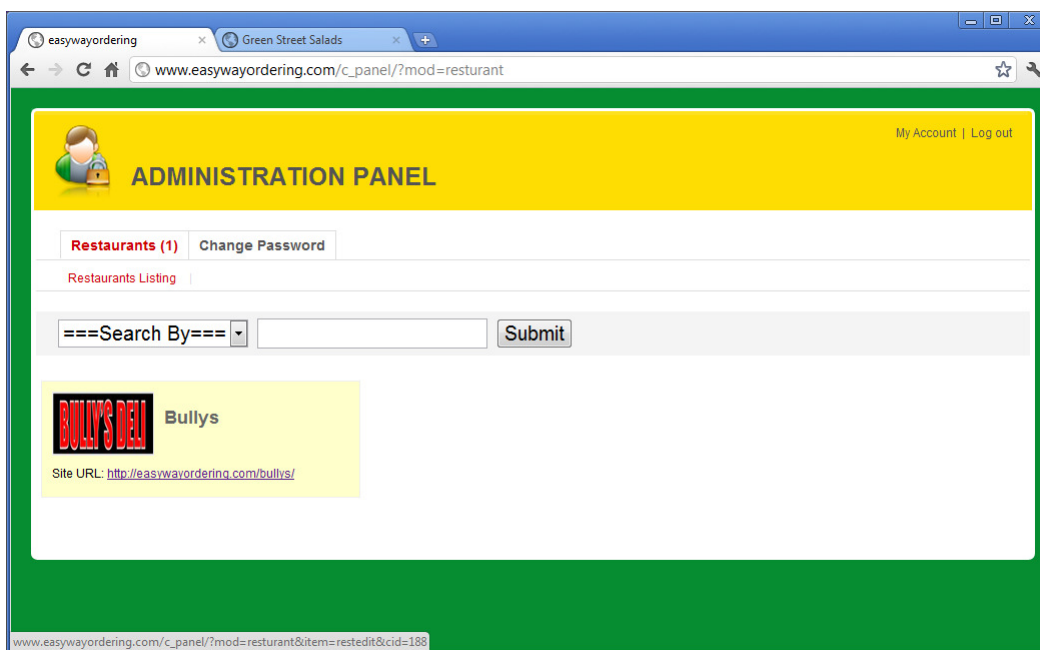
Getting Started

Admin Panel: The admin panel is used to access your restaurant's settings, update your menu and use features such as the customer mailing list. You can get to the admin panel from any computer with an internet connection simply by typing www.easywayordering.com/c_panel/ in the URL field of your browser.

Login using the username and password provided to you by your installer. If you need a new password, email help@easywayordering.com and it will be reset for you. Once logged in, you can change your password using the "change password" tab on the top left.

Select a Restaurant to manage by clicking on the name of the location. (if you have multiple locations they will all be listed on the "Restaurants" tab.

View the live site by clicking the link below the name of the location on the "restaurants" tab.



Modifying Restaurant Settings

Email is the address where orders are sent. This can be an email address or a fax number. If you have your orders sent to a fax machine you need to enter your fax number as an email address by typing the 10 digit fax number without any spaces or dashes followed by "@rcfax.com". for example, if your fax number is (212) 555-1212 you would enter 2125551212@rcfax.com in the email box.

Phone: This is the phone number displayed on your menu page for customers to see.

Fax: This is the fax number displayed on your menu page for customers to see

Restaurant Address is displayed for customers to see and also serves as the starting point when calculating delivery distances to your customers. For this reason, be careful to enter the address accurately. You can check that the address is accurate by typing it into Google. If Google locates it on the map as you entered it, it will work for deliveries. If Google does not locate the address or suggests a different address use the Google suggestion or try again differently.

Delivery Radius Prevents customers who are too far away from placing a delivery order. You can specify any distance in miles by entering a whole number such as “2” or you can enter “.5” for half a mile or “1.4” etc. Keep in mind that distance is calculated in a straight line from your restaurant, as opposed to actual driving distance, which is usually not going to be a straight line.

Order Minimum prevents customers from placing a delivery order if the order total before tip and tax is less than the amount specified. Minimum order does NOT apply to pickup orders. If you do not have a minimum for delivery enter “0”

Sales Tax will add a separate line item on the order to show the customer how much tax is being added to the total and will add that amount automatically. If tax is already included in your prices enter “0”. Otherwise enter the correct amount for your city.

Delivery Charges If applicable will be added to the total of any delivery order and listed as a separate line item on the bill.

Announcements (if activated) are displayed right above the order summary and are visible to all customers and visitors. This can be used to promote specials or alert customers of changes, delays etc. For example “No delivery today due to blizzard” Announcements are only displayed when announcement status is set to “activate”

Order Delivery Offer: Click “YES” if you want to allow the option of delivery orders. If not click “NO”. You can change this back at any time during the course of the day. If you normally offer delivery but need to change to pickup only for some reason we recommend using an announcement to inform customers of the temporary inconvenience.

Restaurant Status: Can be used to close the restaurant. If used, the restaurant will remain closed until it is set back to open, and no orders will be accepted even if customers visit the site during normal open hours.

Open / Closed Hours are set on the right hand side of the “edit restaurant” screen. These hours control the “Open / Closed” sign on your website. Orders are only accepted when the sign reads “open”. Each day has its own individual hours, which are set in hour and minute increments using military time (24 hour format). Anything after 12 noon is an afternoon hour, so 2pm is 14. A second set of hours can be added if your store closes and re-opens during a given day. For example if you stay open past midnight on Friday and close at 2am Saturday morning, then re-open at 10am Saturday you would set 23:59 as the close time on Friday and add a second set of hours to Saturday opening at “00:00” and closing at “02:00”

Mobile Admin Panel

For convenience, and in case of emergency we provide a mobile control panel which allows you to control important functions of your online menu from any cell phone with a web browser. From your phone you can close the store, post an announcement, change your fax number or email address for receiving orders, de-activate menu items and view recent orders.

To access the mobile control panel simply go to www.easywayordering.com/m/c_panel/ using the browser on your mobile device and log in with the same username and password you use for the regular admin panel

you can access the Mobile Admin Panel from any cell phone with a browser



Managing Menu's

Menu's are organized in two levels, "Menu's" which appear across the top row of the site and "sub menu's" which organize the menu items into sections within each menu. Your site will come with a Main Menu as well as any other Menu's you requested such as a Catering Menu or foreign language menu.

Adding a menu: Click on the "Menu's" tab, then click "add Menu. Chose a name for the menu and enter an "ordering number" to control the position the menu will hold in the list of menus. For example if you want the main menu to appear first in the list, then lunch, then catering, the ordering number for lunch would be "2".

Adding a Sub Menu: Click on the “Menus” tab then click “Add sub menu”. For “Menu Name” chose the Menu your new sub menu will belong to, enter a sub menu name, such as “Appetizers” and an ordering number to control the new sub-menu’s position within the menu. You can also add a description which will display on the site next to the title. For example, if the Sub Menu features steaks you may say “All steak entrees come with choice of 2 sides” or “Our famous steaks are made from 100% Angus Beef”

Each of the headings in the example below are Sub Menus of the Main Menu. (Salads, Side Dishes, Cold Appetizers and Deserts)

Santorini Grill

Open 11:00 AM to 9:30 PM

Join our VIP list and get discounts sent to your phone or email

167 Grand St
Brooklyn, NY
Zip:11211
Phone:(718) 388-3668

Main Menu | Catering Menu **Login/Register**

Salads		Side Dishes		Your Order Summary	
Horiatiki Salad	7.00	Epipleon Plata		<input type="radio"/> delivery	<input type="radio"/> pickup
Maroulosalata	6.00	Greek Homemade Fries	3.00	Subtotal:	\$0.00
Organic Salad	6.00	Potatoes Lemonates	5.00	Delivery Charge:	\$0.00
Cold Appetizers		Greek Pilaf	5.00	Total:	\$0.00
Taramosalata	6.00	Fasolakia	6.00		
Melitzanosalata	6.00	Horta	5.00		
Tzatziki	6.00	Desserts			
		Glyka and Kafedes			

Edit Menu’s and Sub Menu’s at any time by clicking on the “Menu’s” tab and clicking on the pencil icon next to the menu name or clicking the name of the sub menu after first clicking the name of the menu the sub menu is under.

Note: Menu’s and sub menus can be edited or de-activated but not deleted.

Adding Menu Items: To add an item click the grey “add Items” link next to the sub menu the item will be listed under. Next enter the item name, price and an optional description and picture. You may also associate up-sell recommendations at this point by checking the box next to items you want to associate with the item you are adding.

Graziella's
ITALIAN RESTAURANT & WOOD BURNING PIZZA

Restaurant Orders(210) Customers(150) Coupons **Menus** Mailing List

Sub Menus Listing Add Menu Add Sub Menu

Main Menu | **Lunch Menu. (11am-4pm)**

*Note: Click On Menu Items Name To Edit

Antipasti (Appetizers) Add Items

- Fried Calamari** Add Attribute associate item
 - Profiterole
 - Dulce de Leche Cake
 - Red Velvet Cake
 - Espresso
 - Chicken Caesar Salad
 - Fennel Salad
 - Minestrone Soup
- White Bean Dip** Add Attribute associate item
- Shrimp Oreganata** Add Attribute associate item

Zuppe Add Items

Menus (points to Main Menu and Lunch Menu)

Sub Menus (points to Antipasti, Fried Calamari, White Bean Dip, Shrimp Oreganata, and Zuppe)

associated Items (points to the list of items under Fried Calamari)

menu items (points to the individual items in the list)

Item Associations: This feature allows you to up-sell customers by offering them the ability to add other menu items to their order while they are ordering a specific item on your menu. The items you associate will show on the item detail screen with the heading “Add to Your Meal” You can create associations while you are adding a menu item or at any time by clicking “associate items” next to the item name as it appears in your menu. You can also create the same item associations for all items in a specific sub menu by selecting “associate items” next to any item in the sub menu, choosing the items to associate and checking the box that says “apply to all items in the same category”.

In the Example below “Topping’s” is an item attribute for 12” pizza and Associations are listed below under the heading “add to your meal”.

The screenshot shows a web browser window with the URL www.easywayordering.com. The main content area displays the details for a "12" Vegetable Pizza" priced at \$16.00. The toppings section lists various options with their respective prices, such as "broccoli rabe - Add \$1.75" and "pepperoni - Add \$1.75". The "Add to your meal" section offers additional items like "Fried Calamari \$11.00", "Italian Cheesecake \$5.00", and "Orange Sorbet \$6.00". A quantity selector is set to 1. The bottom of the page shows a shopping cart with items like "16.99 Pizza Arugula & Parmesan" and "Cappuccino" for a total of 23.00 and 4.00 respectively.

NOTE – If you add new items after applying an item association or an attribute to all items in the category, the associations and attributes will not be applied to those new items.

Item attributes: Many food items require the customer to choose specific options such as how they want it prepared, size, toppings, etc. Item attributes allows you to configure these choices and specify whether they should be mandatory (such as rare or well done for a steak) or optional (such as toppings on a pizza. Items can have multiple attributes, for example Salad may have mandatory attributes such as dressing choice and size as well as optional toppings.

You have the choice to use check boxes for attributes when you want to allow the customer to choose more than one from the list or to use a drop-down menu or radio buttons when the customer may only choose one selection. Drop down menu’s save space, while radio buttons show customers everything on one screen.

You can also determine how options effect the price of the item by adding “=amount” next to the option name. (Specific instructions for doing this are listed in the “add attribute” screen.

Marketing

Perhaps the most important feature of your new website is its ability to help you strengthen your relationship with your customers and increase direct customer interaction. Our most successful clients spend at least 2 hours a week on marketing, creating specials, emailing clients, building up their mailing list etc. Here are some suggestions.

Promote your website: Online ordering saves you and your employees time, increases order accuracy, lets you pay more attention to in store customers and results in 20% larger orders. Tell your customers to use it! Here are some ways you can do that:

- List your website on all printed menus. Above the phone number, add a line that reads “Order Online at *yourwebsite.com*”
- List your website on the bottom of every receipt. (most credit card machines can be programmed to do this automatically)
- After every phone order, train your employees to remind the customer that next time they can save time by ordering online. Maybe even offer them a coupon.
- Whenever you deliver an order to someone who did not place the order on your site, give them a menu, business card or flyer (perhaps with a coupon code) and have the delivery person tell them to order online next time.
- Put up in store signage promoting online ordering. Make sure it’s noticeable from inside and outside the store. Good places to post signs are on the counter by the register, the front door and the hostess podium. If your printer does not offer the signage you want, ask your Direct Order representative for a quote.
- Build a mailing list. Collect customer email addresses (business cards are good for this) and add them to your websites mailing list so you can send them promotions. Also tell your customers to go online and add themselves to receive discounts.
- Send offers to your mailing list members. Good offers are timely, for example tell them to pre-order their “SuperBowl Pizza” the day before or order lunch for the office by 12pm.
- Create an “Online Express” pickup line for customers who pre-ordered and pre-paid online so they can get in and out without having to wait behind those who ordered the old fashioned way. Soon, you will be able to handle more customers and people will order from you when they are in a rush because you will be more efficient.
- Have a “Grand Opening” for your website. Offer 10% off regular prices for anyone who orders online during the first 90 days and be sure all your customers know about it.