



Getting Started for Theatre and Music Venues

Welcome

Congratulations – you have just taken your business mobile and created your own branded ordering and payment application.

Now we need to make sure that your implementation is as successful as possible and that you maximise the benefits for both your business and your customers.

The app has been designed to be self-explanatory. So the aim of this guide is to supplement the onscreen help with handy tips and recommendations.

preoday

Table of Contents

» The basics	3
» Getting your business ready	4
» Getting the word out	7
» Once your app is up and running	8
» Where you want to go with your app	10

This guide assumes that you have had a go at creating your first menu using the wizard on the website. If you haven't, give it a try! Don't worry you don't have to publish your menu until you are ready. Once you have published it you can go back into the app and make changes at any time.

The basics

Once you have created your first menu – you need to make sure that your business is set up and ready to take orders.

CONTACT US to find out about connecting the platform with EPOS system

Here is what you need to do ...

You will need:

- » A device that can connect to the internet
 - *This is how you view your **fulfilment screen**, which is where you manage and process your mobile orders.*
 - *Your fulfilment screen can be accessed on your login page as well as on your dashboard menu*
- » Your unique four letter **short code**
 - *This is the code your customers use to find your branded app on 'my order app'*
 - *Your short code can be found on the top left corner of your dashboard*
- » A collection point for customers (unless you are delivering)
- » A Stripe account to receive payment

A brief overview of your order process:

1. Your customer will access your branded app by downloading '**my order app**' and typing in your unique four letter short code
2. They will choose and pay for their order on their smartphone
3. The order will appear on your fulfilment screen
 - *Make sure you have a solid internet connection for your fulfilment screen*
4. Your staff will fulfil the order then notify the customer that is ready through the fulfilment screen
5. The customer will collect the order from a designated collection point
6. You can then see customer order reports on your dashboard

Getting your business ready

Since every theatre differs in size, layout, and general ‘busy-ness’ you should consider a few points to get the most out of the app

Collection Point

- » Is it easy to spot?
 - » If possible, it is best to have a separate collection point for orders made through the app, so not to confuse customers.
 - » We also recommend using signage such as ‘Mobile Orders Here’ to easily direct users.
 - *It will also encourage others to download and use the app too!*
 - *This is particularly relevant if you set up temporary service points for performances.*
- » Is it laid out as efficiently as possible?
 - » If you have separate food and drink counters, consider saving your customers’ time by having them collect all their orders at one point
 - » If you’re only using that service point for app orders, you won’t be needing a cash register there!

ASK US how you can link a receipt printer to the fulfilment screen so you can attach a paper copy to the drinks with the customer’s name on it

Menu

- » Is it simple?
 - » Try keeping it simple to start off by including only the best-sellers
 - *This will make it easier for customers as well as help you build enthusiasm for future releases*
- » Is it appealing?
 - » Promote introductory offers on the app. This can be:
 - **One-off promotions:** Money off first online purchase
 - **Exclusive offers only for users:** Discounts on new drinks
 - **Cross-sells:** Buy a wine get crisps half-price
 - » Get your suppliers involved, and see if they will make a special offer for having their product at the top of the menu list.

Remember you can update the menu in real-time; every time your customer opens your app it will automatically show the updated version

We don't use **Paypal**, because they charge 1% more in transaction fees than **Stripe**

Payment

- » Before you can start taking real orders you will need to register with **Stripe**.
- » Stripe is a third-party payment processor that allows your customers to make safe card transactions for your venue's orders.
 - » It charges 2.4% and an additional 20p for every transaction.
 - *The minimum accepted payment is 50p*
 - » It normally takes a week for the customer transaction to be transferred from Stripe to your venue's account.
 - » You can refund transactions with Stripe at no cost
 - *The refund will be returned to your account within 1-7 days*

Staff

- » Do they fully understand the app?
 - » The Preoday platform is very simple so you won't need to spend hours training staff. But it would be best for them to familiarise with the interface by going through an exercise:

A Simple Exercise

1. Ask one of the staff members to download 'my order app', find your venue, and place an order
2. See how the order comes through on the fulfilment screen
3. Have your team go through the process of "Accepting" the order on the fulfilment screen, and once it is prepared, changing the status to "Ready"
4. Once the order has been collected they should mark the order as complete

- » Do they have the correct user rights?
 - » On the Advanced Settings section of your dashboard, you have a page called '**Manage Users**', which allows your business to add staff users to the system and also give them different levels of access.
 - o **Staff:** can only read account
 - o **Admin:** can read/write account but cannot close it down
 - o **Owner:** can read/write account and close it down
 - » Each outlet will only need one 'Staff' user on the fulfilment screen to operate during business hours.

Getting the word out

In order to benefit from the increased order sizes and improve customer experience, you need to encourage your clients to download the app and start using it.

So we suggest you do a bit of marketing ...

Online

- » Website
 - » Announce a launch date for the app and provide links to download it
 - » Get customers interested by introducing special offers, competitions and reminders
- » Social Media
 - » Use the platform to promote the app to your customers, such as offering free drinks for retweets
 - » Get followers interested by doing a countdown to the app launch
 - » Follow [@preoday](#) and we'll follow back

Be sure to let your customers know your unique short code (e.g. BARB for Barbican) so they'll know how to find you on **my order app**

Offline

- » Make customised signage
- » Mail out to your database of patrons and members
- » Advertise the app in your event programme
- » Create flyers, posters or cards which can be displayed at the service points
- » Insert a reminder about the app with any tickets that are mailed out to customers

Once your app is up and running

Where Preoday stands out from other order apps is with its robust platform, which has the ability to become the marketing and operational engine for your business.

Keep customers interested

- » Personalise your loyalty programmes with new customer intelligence
- » Keep your social media followers interested by showing the improvements of customer experience with the app

ASK US how you can get extensive order reports so you'll be able to give customers the exact offers they'll be interested in

Streamline your operations even further

- » Remember, the app is your shop window. You can use it to sell merchandise as well as food & drink
- » Have you considered the possibility of delivering orders to your customers rather than have them collect from the service counter?
 - » You can send a Push Notification to your customer when their order is ready for collection
(**Contact us** for further information)
- » Have surplus stock and want to shift it quickly? Put the item on special offer in real-time so your customers know immediately

Follow us on **Twitter** and **Facebook** and we'll keep you updated with all the new improvements for you mobile orders

Where you want to go with your app

We are constantly working on improving the possibilities of our platform in order to make your business and your customers as happy as they can be. Let us know if you have an idea about how we could develop the app to help you.

We also offer consulting services for our platform.
CONTACT US for details

In the meantime we'd love to hear how your business
is doing with the app,
so keep in touch!