



# Getting Started for Coffee Shops and Sandwich Bars

## 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**

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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.

## Here is what you need to do ...

### You will need:

- » A fulfillment screen to receive orders and notify customers when they're ready
  - [This can be an iPad or any other tablet](#)
- » A collection point for customers (unless you are delivering)
- » A Paypal or Stripe account to receive payment
- » Your unique four letter short code (which will be displayed on your dashboard once you have published your menu)

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

### 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 the fulfillment screen
  - [Make sure you have a solid internet connection for your fulfillment screen](#)
4. Your staff will fulfill the order then notify the customer that it is ready on the fulfillment 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 cafe 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 from regular orders so as not to confuse customers with cash transaction orders.
  - » 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 on match days.
- » 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!
  - » If you're serving hot food, think about where and when you'll do the bagging up so it doesn't go cold
    - *Try bagging up ambient products as order come in, then add temperature controlled products later*

**ASK US** how you can link a receipt printer to the fulfilment screen so that hard copies of orders can be attached to the bags

## Menu

- » Is it simple?
  - » Try keeping it simple to start off by including only the best-sellers
    - *This will make it easier for customers and also get them excited for later enhancements*
- » Is it appealing?
  - » Give 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 baguette get bottled drink 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

## 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 the exercise:

### A Simple Exercise

1. Ask one of the staff members to download the 'my orders app' and open your branded app
2. See how the order comes through on the fulfillment screen
3. Get your team to go through the process of "Picking" the order and, once "Picked", changing its status to "Ready"
4. Once the order has been collected they should mark the order as complete

- » Do they have the correct user rights?
  - » In the Edit 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*
  - » We recommend you keep it simple. You will only need one 'Staff' user on the fulfillment 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 customer database
- » If you do special events (e.g. Christmas or New Year's Eve) advertise the app in printed material
- » Create flyers, posters or cards which can be displayed at the service points

# Once your app is up and running

Where Preoday stands out from other mobile ordering applications is with its robust application layer. This layer 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!**