



Using QuikOrder to Reduce Labor Costs & Increase Sales

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A restaurant's success depends on the ability to fulfill orders quickly and accurately, and the ease with which customers can place orders. Human error and time spent during manual order taking can cost a restaurant through lost sales and dissatisfied customers. However, the ability for a consumer to quickly place an order online, and for the restaurant to promptly and accurately fulfill that order, equals success in terms of new business and customer retention.

The Challenges of Phone Orders

Traditionally, customers use a phone to place an order for food delivery or pickup. The successful fulfillment of a telephone order depends on many factors, from time of day, to number of staff, to the number of available telephone lines. If a customer is put on hold during a restaurant's peak hours, he may choose another restaurant. Personnel who answer the phone may be busy and may rush the customer through his order, resulting in errors and customer dissatisfaction. Also, customers who order by telephone may not have a full menu in front of them and may have many questions, resulting in more time spent taking phone orders, increased labor costs and frustrated customers.

The Benefits of Online Orders

Using an on-demand internet ordering solution has many benefits for restaurants. As more people turn to the web for their dining needs, online ordering is a fast and easy way to grow a restaurant business. The speed, flexibility and ease-of-use of an online system makes ordering easier, which leads to new and repeat business, increasing the restaurant's bottom line. Customers can view a full customized menu online, including specials and coupons, at their convenience, which often leads to an increase in sales. Labor costs are reduced because fewer employees need to answer the telephone, and operations are not disrupted when an order is received. Since orders are entered by the customer and reviewed before being placed, order accuracy rates greatly improve. Delivery or pickup times are specified when the order is placed, so the customer is always informed. Pleasant ordering experiences lead to satisfied customers, repeat business and word-of-mouth referrals – all increasing sales. Managers and administrators can also view financial reports with real-time information about their QuikOrder sales, resulting in better budgeting and forecasting capabilities.

About the QuikOrder Service

The QuikOrder service was developed for restaurants that offer home delivery and takeout service. QuikOrder acts as a bridge between a consumer and a restaurant, dynamically generating a web page with a restaurant's information – pricing, menus, promotions/coupons, store hours, etc. When a consumer visits a restaurant's website, they enter their address; QuikOrder compares the customer's address to the restaurant's street map information to identify the store by which the consumer should be serviced. The process of mapping a consumer to a store takes only a few seconds. Once completed, the consumer sees the restaurant's dynamic QuikOrder web page, selects items and places their order. The order is then sent directly to the fulfilling restaurant and an email confirmation is sent to the consumer.

The QuikOrder team of developers and support associates is uniquely qualified to serve the needs of the restaurant industry, with a background in the point-of-sale and call center industries. QuikOrder executives have a full understanding of a restaurant's needs, including order taking and fulfillment, labor costs, marketing needs and customer retention, and that's why the QuikOrder solution was designed with efficiency and accuracy in mind. Enabling a consumer to order quickly and the restaurant to receive orders accurately leads to customer satisfaction, decreased costs and repeat business.

Restaurant Advantages with QuikOrder

QuikOrder delivers more than just food. Each QuikOrder site is custom-designed with the restaurant's logos, colors and menus, and showcases prices and special offers. The flexible system supports even the most complex menus, and can easily be configured by the user at any time. Best of all, the site is designed to easily integrate into a restaurant's existing web page. Owners of restaurants of all sizes can optimize sales and increase customer satisfaction by offering online orders through QuikOrder, in a convenient package that includes fast and reliable hosting.

QuikOrder offers many advantages to restaurants, including ease of customization, increased sales and decreased labor costs. QuikOrder's principle advantage is speed and flexibility: after a consumer enters an order online, it is sent to the fulfilling restaurant within seconds. The QuikOrder service is extremely easy to set up, and integrates directly into many point-of-sale systems. In fact, restaurants using select point-of-sale systems can begin using QuikOrder within minutes of signing up for the service. Stores who are not using point-of-sale systems can also receive orders through a standalone program installed on a local workstation. Store managers or administrators can easily and quickly change menu items, prices and coupons without prior technical knowledge.

There are many financial benefits to using the QuikOrder service. The average cost for a restaurant to take an order using traditional methods is about \$1.10. Using the QuikOrder service would greatly reduce the cost per order. An increase in online orders can decrease labor costs, since fewer people are needed to answer the telephone and process orders. The rate of inaccurate orders is reduced, since the customer enters his own order and verifies its accuracy before placing it. Restaurants that use QuikOrder see an increased average guest check, totaling approximately 10%-20% more per order than with traditional ordering methods. Consumers who prefer to order food online may pass up a restaurant without an online ordering system; therefore, offering such capabilities often leads to an increased new customer count. Customers who have an easy and pleasant ordering experience are more likely to return to a restaurant again and again. QuikOrder's ease-of-use fulfills customers' expectations, thus increasing customer loyalty and repeat sales.

QuikOrder is fully customizable to individual restaurants, allowing each location to tailor menu items and promotions to specific markets to maximize their effectiveness. Using an online ordering system, restaurant chains can implement consistent promotion and advertising messages for all stores using the service. Both online and traditional coupons are accepted by the system.

Consumer Advantages with QuikOrder

QuikOrder makes it easy and convenient for consumers to place online orders, even for those without technical knowledge. In addition to an easy-to-use interface, users can view full menus and promotions, see a history of previous orders and quickly reorder, and receive confirmation messages when the order is placed, all from the convenience of their home or office computer. Orders can be placed when it is convenient for the customer, eliminating hold times experienced during traditional telephone ordering. Using QuikOrder reduces incorrect orders because customers select the items they wish to order, and can even set desired delivery or pickup times for their food. Because these estimated times are provided, customers always know when their food will be ready for pickup, or arrive at their door. Quick and efficient order placement, reduced waiting time, online convenience and consistent feedback lead to increased customer satisfaction and repeat orders, as well as positive word-of-mouth.

Conclusion

As more and more consumers increasingly turn to online ordering as a convenient alternative to traditional business methods, restaurants must gain an advantage or risk losing business to their competitors. Implementing an on-demand ordering solution, such as the QuikOrder system, can increase sales, reduce labor costs and operational disruptions, improve customer satisfaction and retention, and diminish order inaccuracies. The QuikOrder system is fully customizable to each restaurant, and setup is quick and easy. Administrators and managers can easily track online ordering statistics in easy-to-read reports, resulting in better budgeting and forecasting capabilities. In summary, the QuikOrder system provides restaurants with the potential for unlimited financial benefits and increased customer satisfaction.

For additional information about QuikOrder's solutions, please contact us at sales@quikorder.com or call 312-222-1750.

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