



TOP TIPS FOR OPTIMIZING YOUR RESTAURANT'S **ONLINE** ORDERING EXPERIENCE



It's never been easier for food lovers to discover great restaurants. It's a golden age for delivery.

But with so many options out there, convincing customers to order from you is a major challenge. An optimized online ordering experience makes a real difference when it comes to beating the competition.

In an industry dominated by third-party apps with billion dollar budgets, you need to be on top of your game in order to stand out. We'll show you how — without breaking the bank.



THIS ARTICLE COVERS...

-  Why optimizing your restaurant's online order experience drives revenue
-  The advantages of integrating all your systems and processes under one roof
-  Why order customization leads to happy customers

If you want to improve your customers' online ordering experience, read on.

How to Spice Up Your Restaurant Website and Drive Revenue

A poorly optimized website is not a great look for any restaurant. Most of your customers are used to slick apps and stress-free ordering from the likes of UberEats and others.

If you want to compete with these apps and get your slice of the profit, you need to offer customers a similarly optimized online ordering experience.

First things first: **Get the most out of your website.**

Choose a layout that makes your food look great.

Get some high-quality photos of your food. Images are powerful — studies show that content presented beside images gets **94% more views**. That's why every major restaurant features high-quality food photography: It works.

Put your best foot forward.

Highlighting your **bestselling or signature dishes** is a great way to entice customers to make an order. Plus, it prevents customers from feeling overwhelmed, especially if you have a large menu.

Crisp, drool-worthy copy.

Make sure you're describing the food in a way that makes your customers drool. Do this with **short, punchy copy** — you don't need to wax poetic.

56%

of customers want to place orders on your restaurant's website, but only **45%** of restaurants provide this option.

Your goal should be to bridge this gap with a website that offers a **painless order experience.**

If the order experience isn't seamless, customers will turn to what is: third-party apps that take **30% of your total order value**.

If you're not digitally inclined, implementing all that might sound like a chore. But we're here to help, every step of the way.

Check out our **online ordering demo** and we'll show you how to craft a professional website that offers a seamless ordering experience.





Fully Integrate Sales Channels for Omnichannel Simplicity

A great online ordering experience isn't just about having a professional website.

Full integration of all your apps and systems makes life easier for you, your staff, and your customers. When your systems are synced up, everything runs smoothly, and that includes your customers' order experience. **Here's what you need to integrate:**



Sync the POS with your digital ordering systems.

This makes sure any orders from your website and mobile ordering app platforms will be sent directly to the POS. These are added to the prep queue automatically, without you needing to take staff off the line to man the registers during rush hour. The system integration means fewer dropped orders and more satisfied customers.



Integrate AI text ordering for ultimate convenience.

Poor memories of clunky chatbots have kept some restaurant owners from implementing AI-powered text ordering. But the latest advances in text ordering have smoothed out the wrinkles. Text ordering is the most direct way to cut out third-party apps. And integrating text ordering into your systems makes the customer order experience that much easier.



Integrate all your apps in one place for data analysis.

When everything is connected, all your data is in one place—whether you have one restaurant or twenty. By using a cloud-based POS system that collects this data, you can get actionable information on how your customers are experiencing the online order process. And you can make data-driven decisions, rather than flying blind.

Integrating everything also allows for **central menu configuration**. If you run out of an ingredient, a couple of clicks on your POS can make real-time changes across all of your ordering platforms. You'll have fewer customers complaining that you're out of mushrooms and a smoother ordering experience on both sides of the counter.

[LEARN MORE:](#) AI VOICE & TEXT ORDERING IS THE RISING RESTAURANT TREND OF 2022

Take Personalization to the Next Level

The more **convenient** your online ordering process is, the more likely your customers are to *stick around*.

Having a customizable order experience or adding a loyalty program can have a huge effect on your business.

One HungerRush client experienced a **74% loyalty redemption rate**—which is *triple* the average rate of 20%.

So make it easy for the customers to personalize their order experience, every step of the way.

Here are some great ways to start:



Make it easy for customers to log in.

Use a restaurant POS system that allows customers to log in with their **social media or email accounts**. This reduces their resistance to making an account. And customers who make an account are much more likely to stick around.

BUT DON'T FORCE IT!

34% of people who **abandon** orders say being asked to make an account was the reason.

Use loyalty programs.

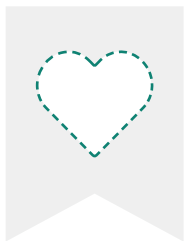
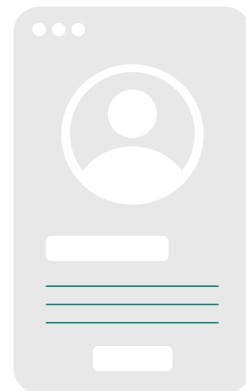
These programs are easy to implement, and they foster **long-term engagement**.

45%

of consumers say loyalty programs would encourage them to order more.

Make setting up a customer profile easy

by offering the ability to save multiple **delivery addresses** or **payment methods**. Great for when customers are on the road or for restaurants with multiple locations.



Allow customers to save their favorites.

Provide an option to remember past choices or custom orders and make it easier for customers to **reorder**.



Implement pre-ordering.

26% of customers say the convenience of being able to order their pies **ahead of time** makes a large difference when it comes to choosing a restaurant.

Those are just a few of the things you can implement right now to optimize your online ordering experience and keep your customers **coming back for more**.



The Next Step to Increase Online Order Profits

**Customer expectations are sky high
and the competition is heating up.**

A seamless online ordering experience made up of loyalty programs, an integrated platform, and a professionally designed website is the minimum you need to stand out from the crowd.

**But that's a tough hurdle to clear if you want to stay
focused on making great food (as you should).**

That's why HungerRush offers a complete platform tailor-made for the evolving restaurant industry. We'll help you with everything from website and branding to AI ordering and customer data analysis. Many of our staff have owned or worked in restaurants for years and know exactly the challenges you're facing.

[BOOK A QUICK DEMO TODAY](#)

HungerRush helps restaurants and chains of all sizes leverage advanced technology to understand their customers, run more efficient operations and drive more revenue so that they can **set a path towards sustainable growth.**

 HungerRush.com