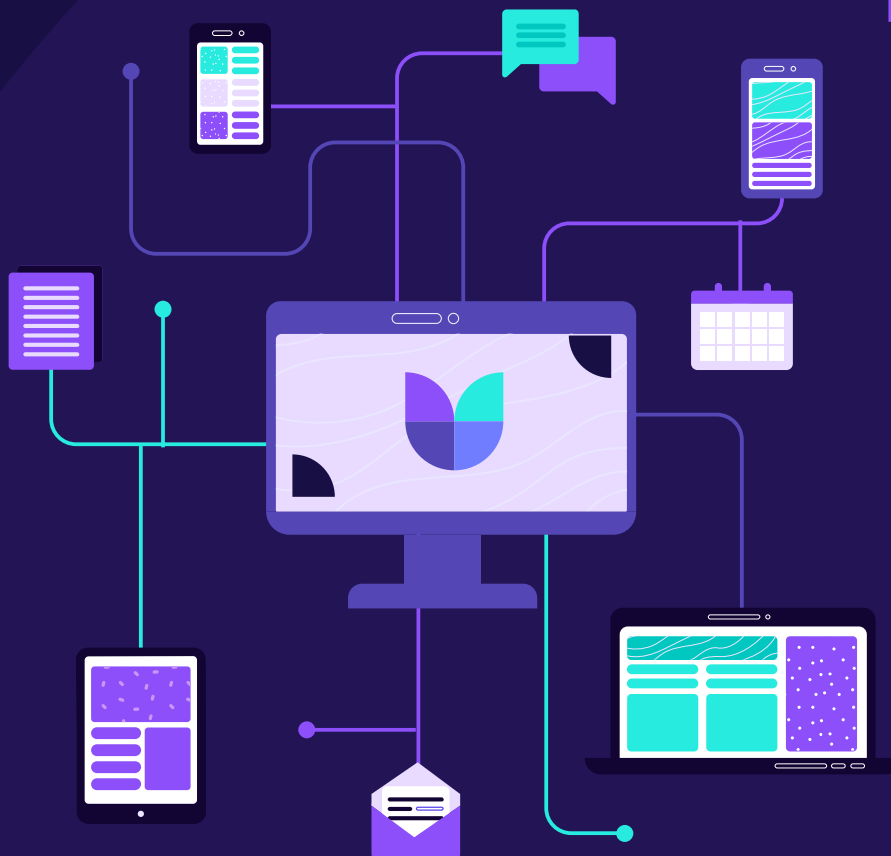


The definitive guide to digital order channels





The power of digital ordering

From the biggest restaurant brands to bakeries and coffee shops, digital ordering is no longer just a nice-to-have.

Self-service kiosks, mobile order & pay, apps, Click & Collect, and third-party delivery options can all help ensure your customers are delighted with the service you give them and that your business isn't lagging behind increasingly omnichannel competitors.





3 quick takeaways...

Make digital ordering personal

Consumers want a consistent experience across channels. But digital ordering can also be tailored to their needs.

Personalised CX that is seamless across channels boosts engagement and strengthens brand loyalty. It even helps turn casual diners into advocates for your brand – promoting your services to their friends and family.



Use data to help boost revenue

More digital channels means you can capture data across a greater range of touchpoints and have better control over the customer journey.

Digital ordering ensures you have a comprehensive understanding of what your individual customers want, and you can be on the front foot to drive upsells and boost ATV.

Save time with a centralised system...

Restaurant operators and staff increasingly need to be able to focus on what's important.

Managing all your digital ordering channels with a single system puts a single menu at the heart of the business. Operators can dramatically cut down on the time it takes to update items or tweak prices – and, crucially, free up labour to better serve the needs of your customers.



“Our guest experience has improved thanks to digital ordering as our kitchens can now focus on what we are known for - best in class burgers, fries and shakes. The branding looks amazing and the guest journey is slick and straightforward.”

Liam O'Keefe - Brand Director, Bleecker



Digital ordering: What's what?

Self-service kiosks

Customers have truly embraced self-service kiosks.

60%

of people would be influenced to choose one outlet over another based on them having self-serve kiosks.

92%

of young customers would order more via kiosks

64%

of consumers would visit more often if kiosks were available

Research from Vita Mojo in partnership with KAM, 2022

And it's easy to see why.

They're quick, convenient and super simple to navigate. Users can decide what they want in their own time. And they provide that all-important personalised, consistent experience consumers have come to expect in a digitally transformed world.

They are great for businesses too. From fast food giants to coffee shops, self-service kiosks free up staff, boost throughput, and provide another trackable touchpoint that can be fully optimised for your customer flow - driving ATV and upsells.

They are a win-win for you and your customers.



LEON

"We did a study and compared non-kiosk with kiosk restaurants, and found that when in restaurants that had kiosks, we had a higher ATV's and average transaction value. We've seen that we're able to have a high penetration of shoulder categories and meal deal upsells. Digital ordering has had commercially positive impacts in multiple ways; it's been fantastic."

Mariam French - Marketing Director, LEON



Mobile Order & Pay



With Mobile Order & Pay at table, customers can choose their food, order, sit back and relax. It's the restaurant experience on their own terms.

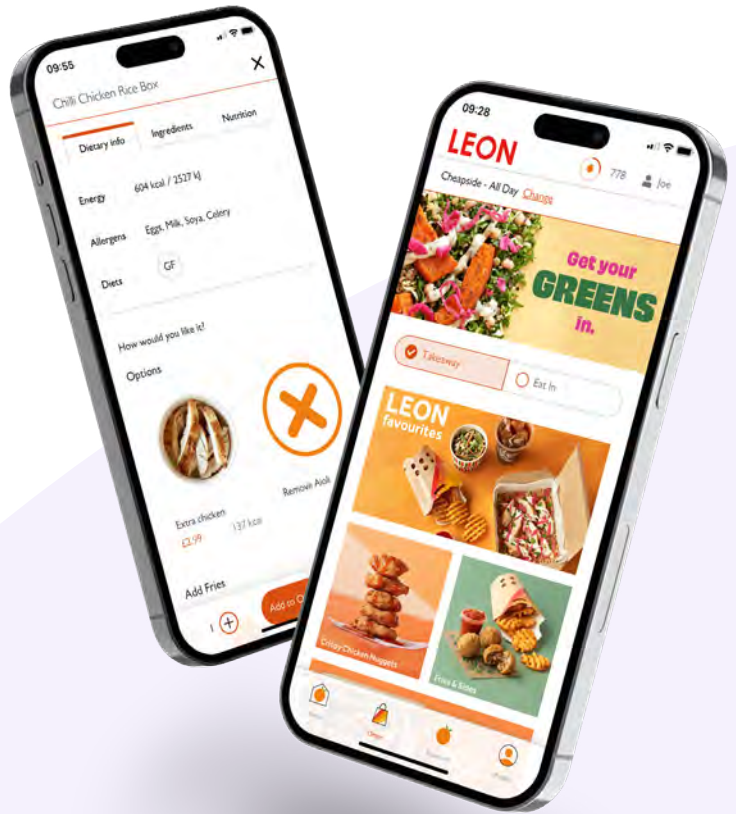
Simplicity and convenience is key.

Customers access and explore your menu by scanning a QR code, without the pressure of getting your staff's attention or worrying about ordering an extra dish.

No app is required and customers can complete their transaction with just a few clicks.

Not only do they get served quicker, but letting your customers order and pay through their phone means you can operate with a leaner team, redeploy staff, and save on labour costs.

Smart digital menus also mean relevant upsells and add-on items are suggested contextually.





Click & Collect

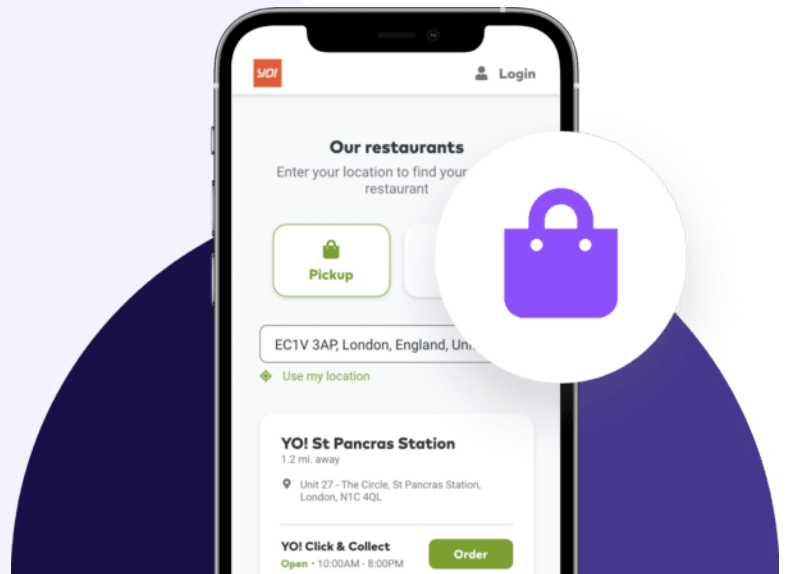


Customers love choice. Click & Collect is a great digital ordering option for people on the move, or those that don't want to pay for delivery.

It's a good way to optimise things on the business end too - increasing throughput at your restaurant without leaning on in-store ordering.

With customers coming in for only a brief time to collect their orders, Click & Collect can also reduce queues while taking more orders during busy periods. Staff can see the proportion of orders that need to be ready in advance and can plan for this. You can even limit the amount of orders you receive during a time period, so you're never overwhelmed.

It is also a great move towards switching your customers from third-party delivery services into your branded, in-house platform. This will save you money on commission fees and help bolster the relationship customers have with your brand.



“Digital ordering has transformed our business. Since we installed kiosks and introduced Click & Collect, the average order size is up 23%. That equates to another £323,000 per year when we're at full capacity.”

Birdie Fox, I am Doner



Mobile apps



Branded apps are a staple across almost all sectors today. For hospitality, they're all about boosting customer engagement and driving brand loyalty.

Mobile apps are something of a super-touchpoint. They can be a digital ordering option - providing choices for the customer across delivery, Click & Collect, and Mobile Order & Pay.

They can be customised to feature your beautiful brand at every touchpoint, as well as a place to join-up your overall brand experience between the offline and online worlds.



And we can't forget:

Loyalty. Customers can check progress within your app. You can help them earn more points. And you can show them what personalised rewards are waiting for them.

Mobile apps truly give customers more reason to keep coming back.



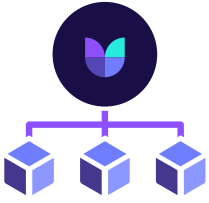
GAIL's

“Vita Mojo wanted to help us build something new. We're genuinely proud of the fact that we've managed to end up with an app that feels like us.”

Rosie Hill - Head of E-commerce, GAIL's



Third-party delivery partners



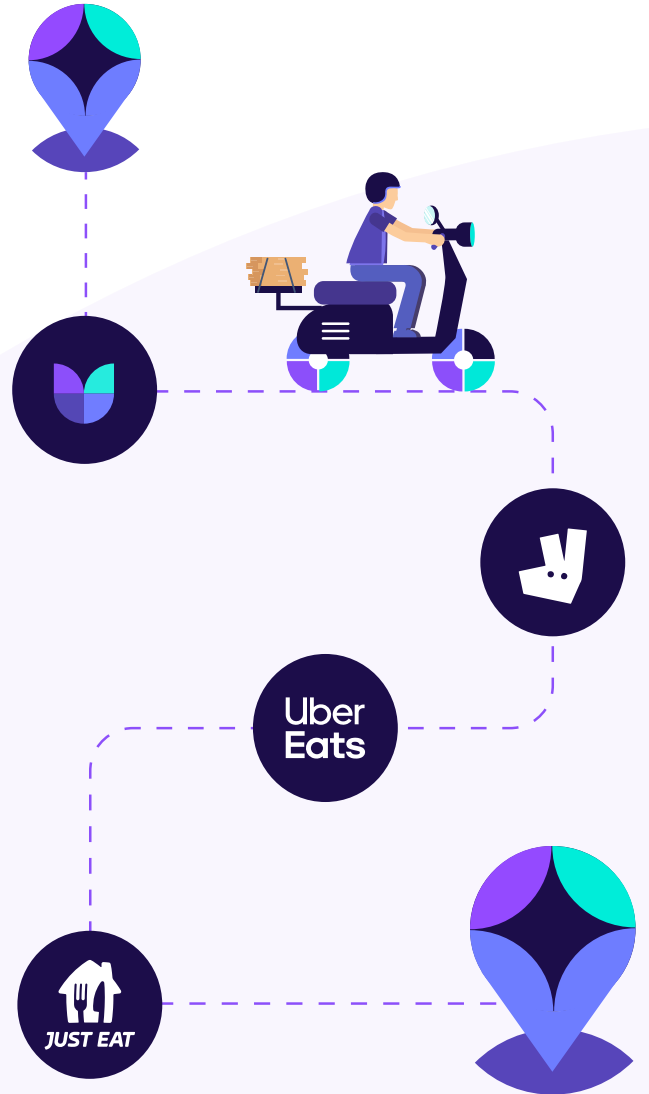
A sizeable proportion of your customer base is using third-party delivery apps.

They are super-convenient and an essential part of the digital ordering landscape.

They are also an excellent way to grow your business and take advantage of more sales channels without too much added effort and admin.

This latter point is crucial, however.

Only with an order-centric system – where you can update your menu centrally in one place – can your business benefit from these valuable channels with as minimal manual management as possible.



“To say that integrating with Just Eat has been a game changer for us would be a huge understatement. Before the integration, processing Just Eat was incredibly manual and labour-intensive. We now have a single system to fulfil orders and the time we save is put to better use by fulfilling orders faster and to a consistently high standard.”

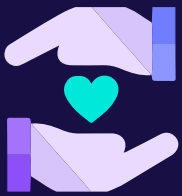
Birdie Fox, I am Doner





Benefits of digital ordering

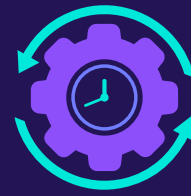
For the hospitality sector, there are many benefits to the digital ordering options available today.



Improved customer experience



Improved revenue through footfall and ATV

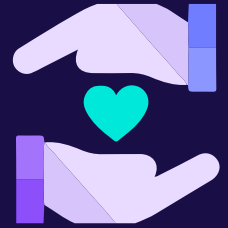


Improved management of staff, time and costs





Better customer experience

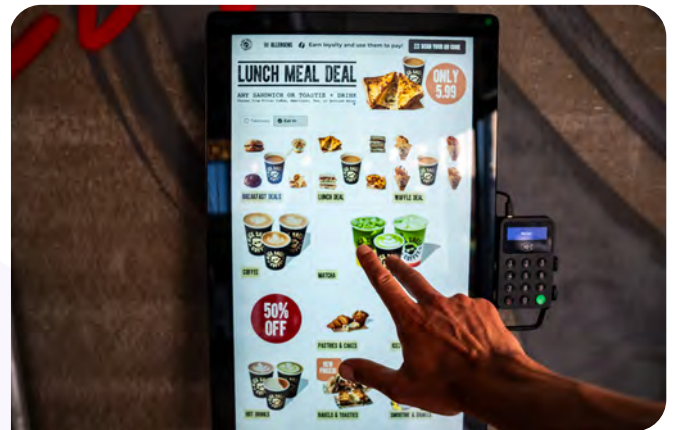


Digital ordering channels, such as kiosks and mobile apps, can be fully customised and branded.

Customers love this. They want clean and stylish user interfaces that will engage and delight them whether they are on or off your premises.

63% of customers say they actually find it easier to browse menus on a kiosk rather than queue and order in the traditional way. **A massive 95% of Gen Z consumers prefer to use them.**

Research from Vita Mojo
in partnership with KAM, 2022



And it's easier to encourage higher spend across these channels too. Without being intrusive.

Yes, it is possible to grow ATVs and increase upsells alongside better customer experience.

In recent years, bakery and café chain GAIL's have made the switch to a more digital – and centralised – approach to their channels. It has enabled them to offer a more consistent customer experience.



GAIL's

"We are delivering a better service, and we are now in a strong position to add more channels for future growth."

Rosie Hill, Head of Ecommerce - GAIL's



Maximise **ATV**

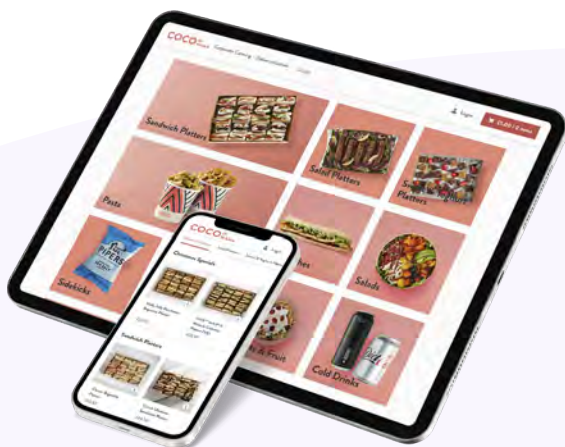


Digital ordering channels are your best bet for boosting ATV and encouraging relevant upsells without interrupting the journey.

But in order to create a customer experience that captures the best of your brand and boosts revenue, you need to know what's going on. Where are the pain points for your customers? And which touchpoints are really working for them?

Digital ordering channels provide the best means to be able to capture this data, in real time, and to truly understand what's working. This means you and your staff can be as agile as possible when it comes to solving issues and making changes.

Having your digital ordering channels managed centrally means all of this data and analytics is in one place – and it has never been easier to spring into action.



Order-centric tech stacks have helped operators **increase their order values by up to 49.5%.**

LEON

Fast food chain LEON have optimised their entire business with a fully-fledged digital transformation in recent years. **They've seen a 233% increase in Click & Collect customers and a 15% boost in ATV on kiosks vs. EPOS.** Now nearly all of their orders come in digitally.



But it's not just about upsells and order values, optimising the customer journey with loyalty schemes and personalisation encourages retention too.

This is vital to brands like LEON who are operating in a space where it only takes a few clicks for customers to be swayed by a competitor.



Save time and costs with a centralised system



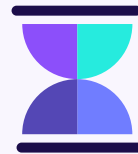
We've seen how digital ordering can give you more control over optimising your channels and touchpoints, so how about optimising your workforce?



Digital options can totally transform things here too. **We've seen kiosks help businesses reduce labour costs by up to 40%.**



This isn't necessarily about cutting staff completely, but rather about redeploying them to other areas of the business – i.e. back-of-house or customer service – where they can really help improve the experience for your visitors.



This is another valuable time-saver for you and your staff. For Karl Spinks COO of bakery brand Wenzel's, this has been the biggest win since changing to an order-centric platform.



Digital ordering platforms which are managed centrally are quick to update too.

Menu items and prices only need to be changed once on a single platform before being pushed to other channels such as your mobile app or third-party services.



"It's just a better way to manage our menu. It's been a huge positive."

Karl Spinks, COO, Wenzel's



Tossed x Vita Mojo: the true power of digital order channels



Fully customisable, made-to-order and masters of digital adoption, Tossed made the move to become fully digital in 2016, making kiosks their main in-store ordering method.

71%

of Click & Collect orders are repeat customers

66%

of orders with customisations

31%

increase in Click & Collect ATV

21%

increase in Kiosk ATV

Tossed's digital transformation has meant that it can now take and fulfil a higher volume of orders. Kiosks enable front-of-house staff to focus on food preparation, with increased speed and quality, and hosts can provide more meaningful interactions with guests.

Customers now also have time to browse the menu without feeling rushed by a long queue behind them or a staff member behind the till. The platform's high level of customisations and smart upsell features have meant that customers are able to completely tailor their meal to their personal taste in just a few clicks.

All Tossed orders - whether from Click & Collect, kiosks, or third party delivery channels - feed straight through to the kitchen in one single system; creating a calm and organised environment for staff to operate in.

Vita Mojo's integrated digital ordering means that customers see the same menu and the same powerful branding no matter how they order. Tossed can see their guests' favourite orders, offer personalised discounts and keep them coming back.

And with every menu managed in the same system, the team don't have to dedicate hours to making small changes multiple times, freeing them up to spend that time more valuably.



"We have in-store kiosks which run the same menu as the online menu, and then using VM we can also manage our delivery partners menu off the same platform. Whereas in the old world we'd have to update the in-store menu, online menu, uber eats menu, everything had to be done separately. Now everything's available in one platform to update everything. That's been a huge time-saver in terms of efficiency for me and the team at head office."

Angelina Harrison -
Brand Director, Tossed



Digital ordering: the final say

Self-service kiosks, Mobile Order & Pay, Click & Collect, mobile apps, and third-party delivery services all have clear benefits to hospitality businesses.

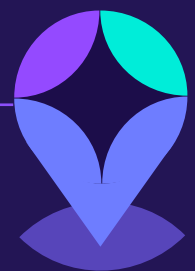
Brands from McDonald's and LEON, to Wenzel's Bakery and Tossed are all leading the way when it comes to customer experience, largely thanks to their success in crafting digital order journeys that delight.

They're offering consistent omnichannel experiences which are engaging their customers and keeping them loyal.

These brands also manage to boost ATV and drive upsells in a naturally un-intrusive way – growing their business whilst simultaneously reducing labour costs.

For restaurants to be able to optimise what they do, they need to be able to capture data from all the touchpoints their customers use. They also need to be able to work quickly to solve problems and eliminate pain points – not to be bogged down with laborious menu admin and unnecessary manual tasks.

This is where digital ordering channels – ones that are managed centrally in a truly order-centric way – are revolutionising the hospitality industry. Business owners, staff and customers are all seeing the benefits - **so don't let your brand get left behind.**





At Vita Mojo, we're experts in building beautifully branded, revenue-boosting digital order channels that will engage your customers, streamline your labour model, and ultimately unlock new growth for your operation.

Talk to one of our hospitality industry experts and discover more about which order channels would benefit your business, and exactly how they will future-proof your business.



Book a chat

