

# Online Ordering Sweeps Restaurant Industry

From Hawaii to Connecticut, restaurant operators are cashing in on online ordering. It's convenient, it's fast, it's profitable. While it takes time and money to establish a successful Web presence, restaurateurs agree that the benefits are well worth the cost.

## Increased Ticket Averages

"Online ordering is another storefront for the restaurant," says Don Calway, co-owner of nine Cal'z Pizza locations in Virginia. "Customers have time to look at the menu at their leisure. They can order extras, which are right in front of them. They can also print coupons."

"Our online ticket averages are higher than our other order types."

James King of Big Island Pizza in Hilo, Hawaii, agrees. "Our online ticket averages are nearly \$8 higher than for phone orders for delivery and up to \$10 higher for pick-up customers."

## More Orders in Less Time and with Less Staff

"The beauty of online ordering is that we get more orders with fewer people," says Brian Banick, owner of two Solos Pizza Café restaurants in suburban Minneapolis. "It's definitely more efficient."

Don Calway notes that processing credit card orders online saves time, an estimated three to four minutes per phone call.

"The biggest difference I see with online ordering is the customer experience," he says. "Instead of being put on hold, like they would with a phone order, a customer can browse our site, place their order, and either pick it up or have it delivered. The online experience eliminates the 'on-hold' dilemma."

## Higher Order Volumes

Phoenix users who have implemented online ordering have seen increased order volumes—sometimes without advertising.

"Last weekend and this weekend each had 200 online orders across our nine stores, which is a first," says Calway. "The numbers keep on climbing, which is so exciting."

"The number of orders keeps increasing each month—and that's without advertising," says King. "In fact, we've done nearly \$10,000 in online orders in the past three months. However, we just started an advertising blitz, about 12,000 ads, promoting the Web site. That increased our online business 33 percent over the previous month."

"About five to 10 percent of our business is online, a percentage that keeps growing," says operations consultant James Hamilton of Georgia-based Steak-Out Char-Broiled Delivery.

## Phoenix Point-of-Sale: Online Ordering Made Easy

With the right technology providers, setting up online ordering is easier than you might think. "I was amazed at the minimal amount of work required at my end to set up the online ordering system," says Banick of Solos Pizza Café. "I just sent [the online ordering provider] my menu and rules, you know, takeout versus delivery, and they made their program work for my business. I got what I wanted, and it worked out really well."

Banick, King, Hamilton, and Calway are all Phoenix users who have realized the time-saving efficiencies of integrating their online ordering system with their POS. Instead of printing out on a fax machine, online orders flow from a customer's Web browser, through the POS system, and to the prep area. "Web orders print right through to the makeline printer just like a 'normal' order," says Calway. "The prep folks don't even know it's an online order."

"I'll consider the online ordering a success when 50 percent of all orders are entered online," says King of Big Island. "I want to free the cashiers to do other work."

FireFly Technologies, maker of the Phoenix Point-of-Sale system, works with several reputable online ordering providers to help operators establish their brand on the Web. A restaurant owner may also select his or her own online service provider, using FireFly's programming guide to complete the integration.

Whether you use your own provider or select one of ours, online ordering and Phoenix Point-of-Sale are the perfect combination to increasing profits, containing costs, and becoming more efficient. **Call 866-678-6781 for more information today!**



➔ **"Our online ticket averages are nearly \$8 higher than for phone orders for delivery and up to \$10 higher for pick-up customers."**

— James King, Big Island Pizza, Hilo, Hawaii

➔ **"Online credit card processing saves us three to four minutes per order."**

— Don Calway, Cal'z Pizza, Virginia

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— James Hamilton, Steak-Out Char-Broiled Delivery, Norcross, Georgia



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