



Digital apps and their advantages for restaurants

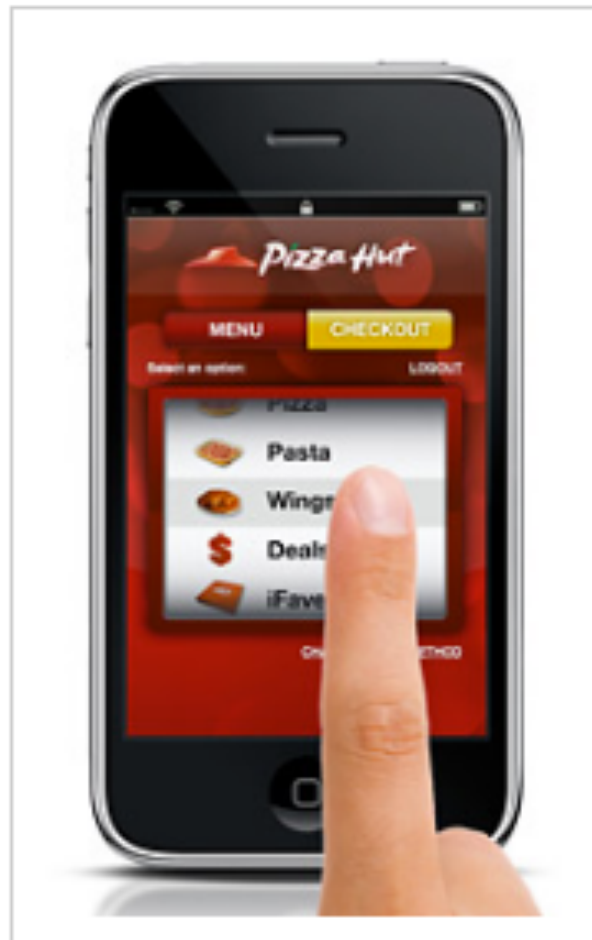
Blount Culinary Summit
July 26-27, 2017

Bret Thorn
Senior food & beverage editor

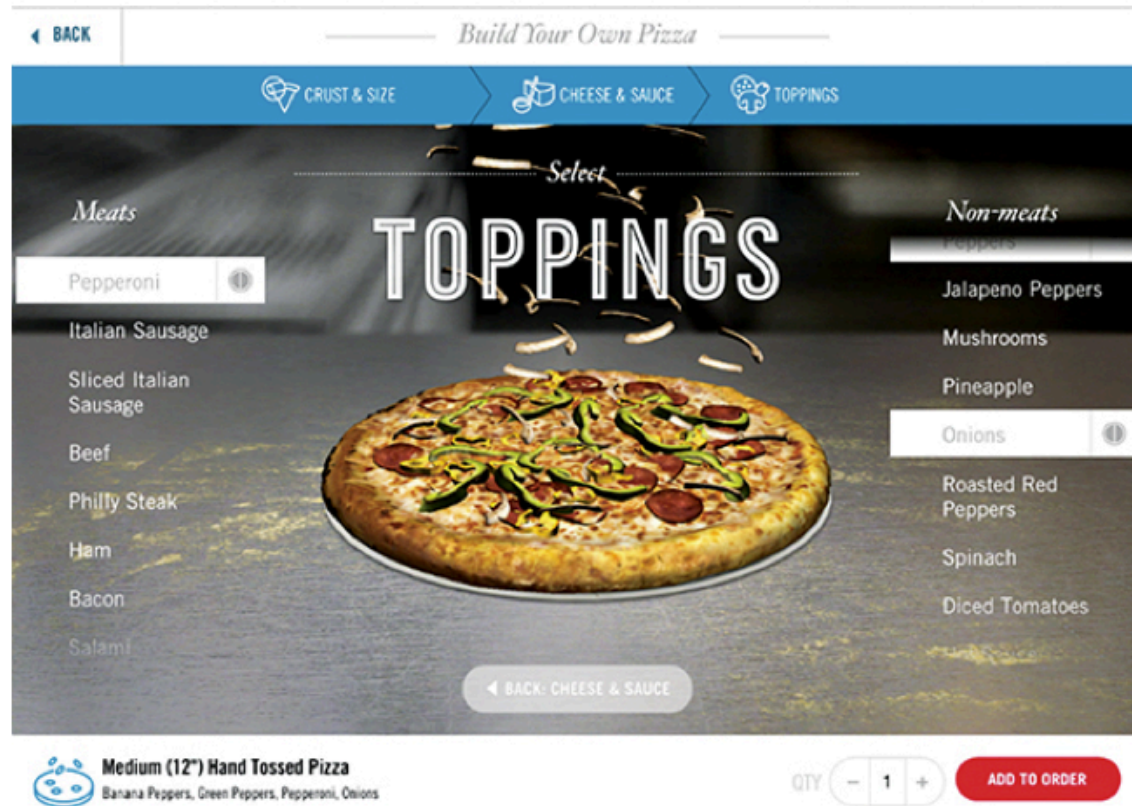
Nation's Restaurant News



Pizza Hut's app:
launched in 2009



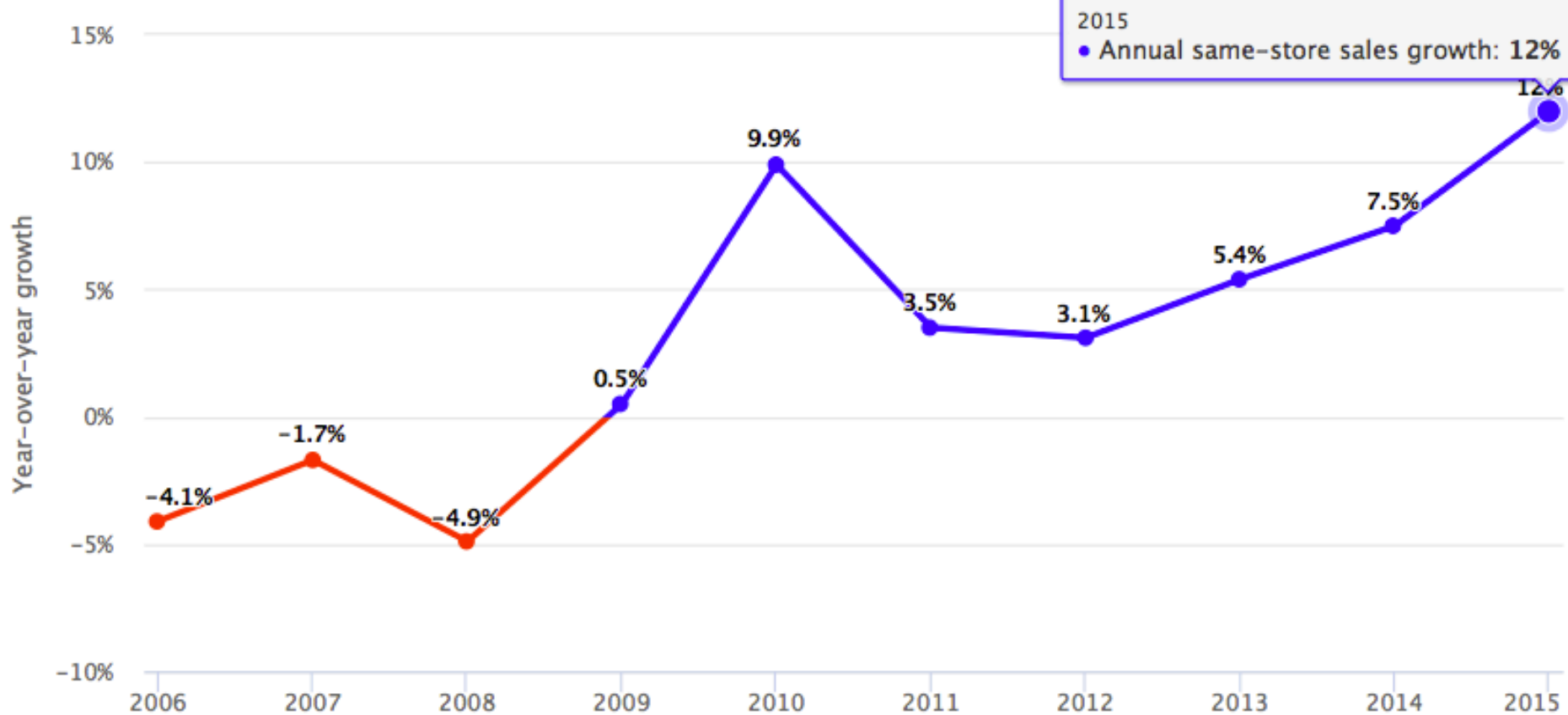
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Domino's customers are now more likely to order from a digital platform, such as the chain's iPad app above, than they are to order via phone. Photo: Domino's

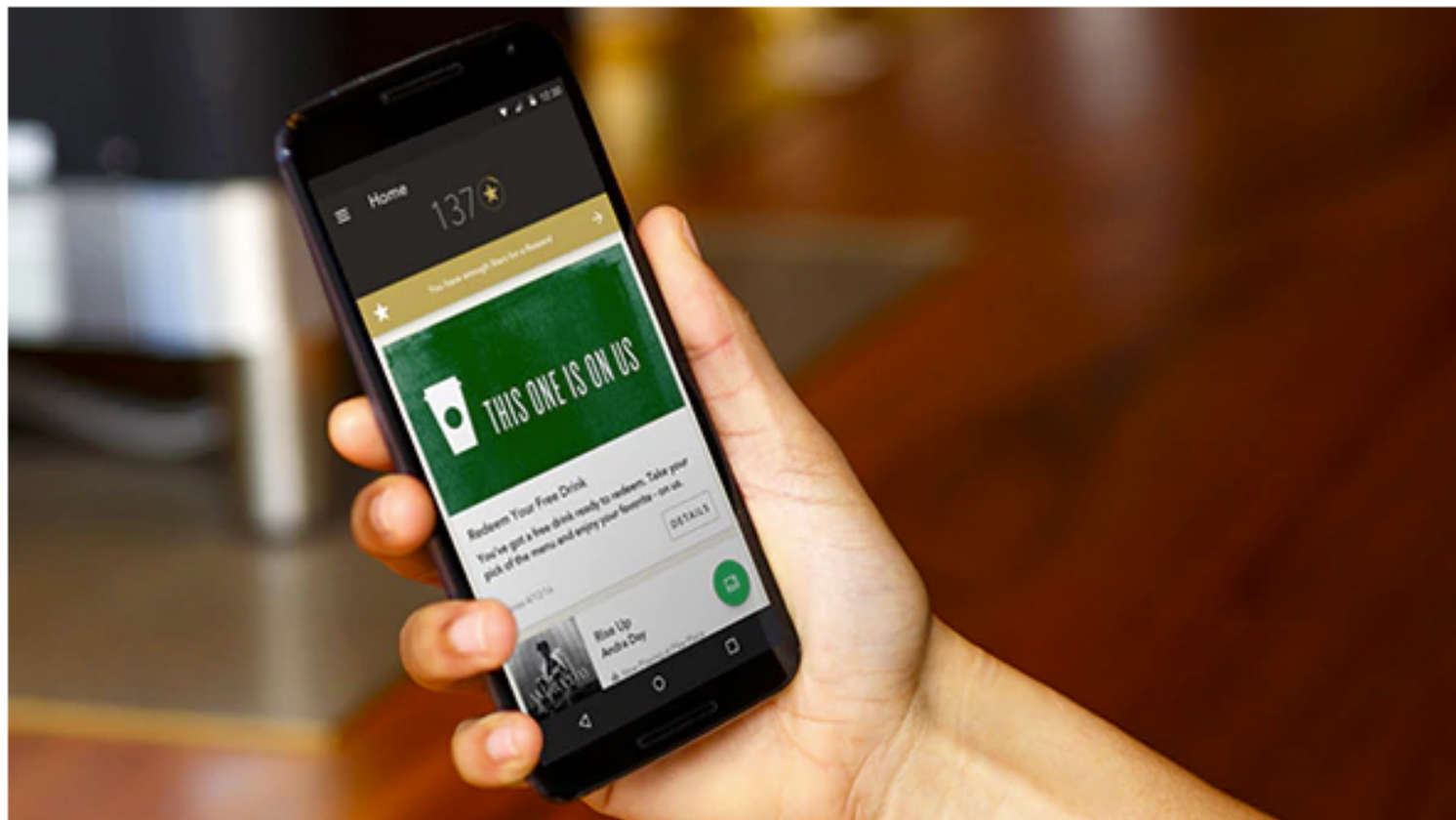
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Domino's annual same-store sales growth

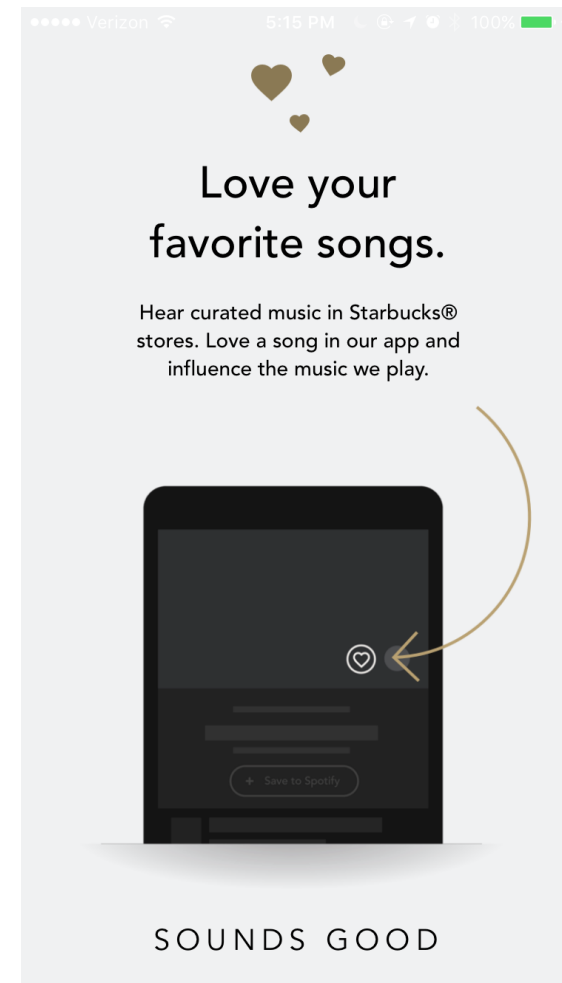
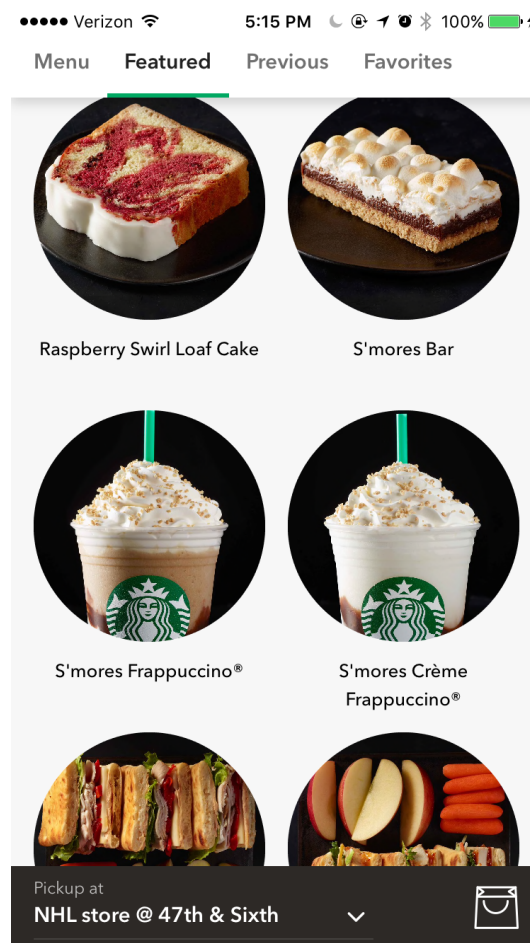
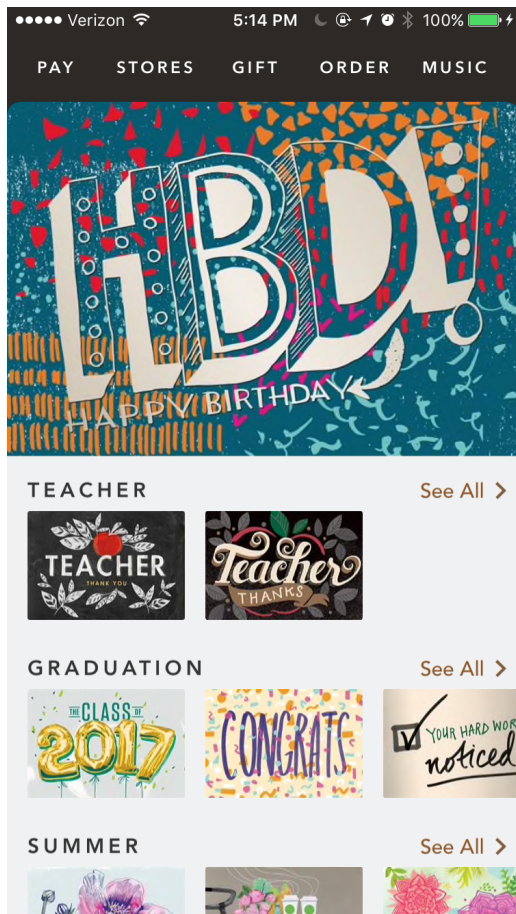




Starbucks App



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Planning an app for your restaurant?
Think again.

56% of customers don't want an app for an individual restaurant (takes up too much space on the phone)

Just 6% say they are very likely to download such an app.

Source: OpenTable 2015

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Seamless/
GrubHub


Verizon 6:12 PM 97%

Restaurants

Restaurants & dishes

Cuisines

Refine



Sponsored

Ramen Zamurai

Asian, Dim Sum

New!

\$10 min • \$2.99 fee


0.3 miles

40 - 50 mins

★★★★☆

16 Ratings

\$\$\$\$



Sponsored

Bonnie's Grill

American, Diner

\$15 min


0.6 miles

50 - 60 mins

★★★★★

811 Ratings

\$\$\$\$



Nahm Thai Kitchen

Asian, Chinese

\$10 min


0.5 miles

20 - 30 mins

★★★★★

1053 Ratings

\$\$\$\$



Authentic Szechuan Tofu of 5th Avenue

Asian, Chinese

\$15 min

0.7 miles

60 - 70 mins

★★★★☆

1493 Ratings

\$\$\$\$

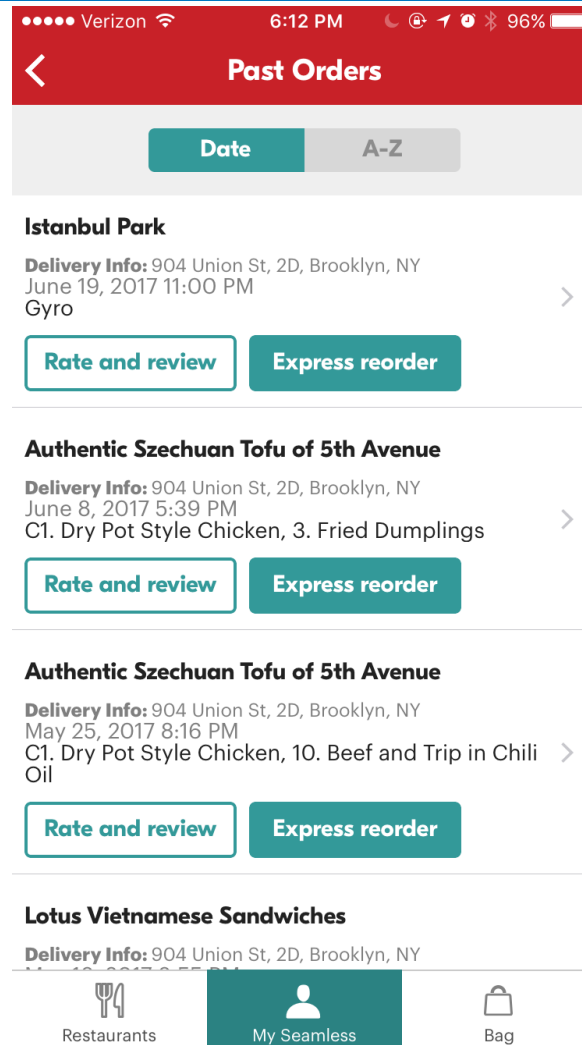
Restaurants

My Seamless

Bag



Seamless/
GrubHub





Seamless/
GrubHub

••••• Verizon 6:13 PM 96%

Cancel Filters Apply

Sort By Default ▾

Deliver my order ASAP

Rating

★ ★ ★ ★ ★ & up

Price

\$\$\$\$\$ \$\$\$\$ \$\$\$ \$\$ \$ & below

New ☐

Order Tracking ☐

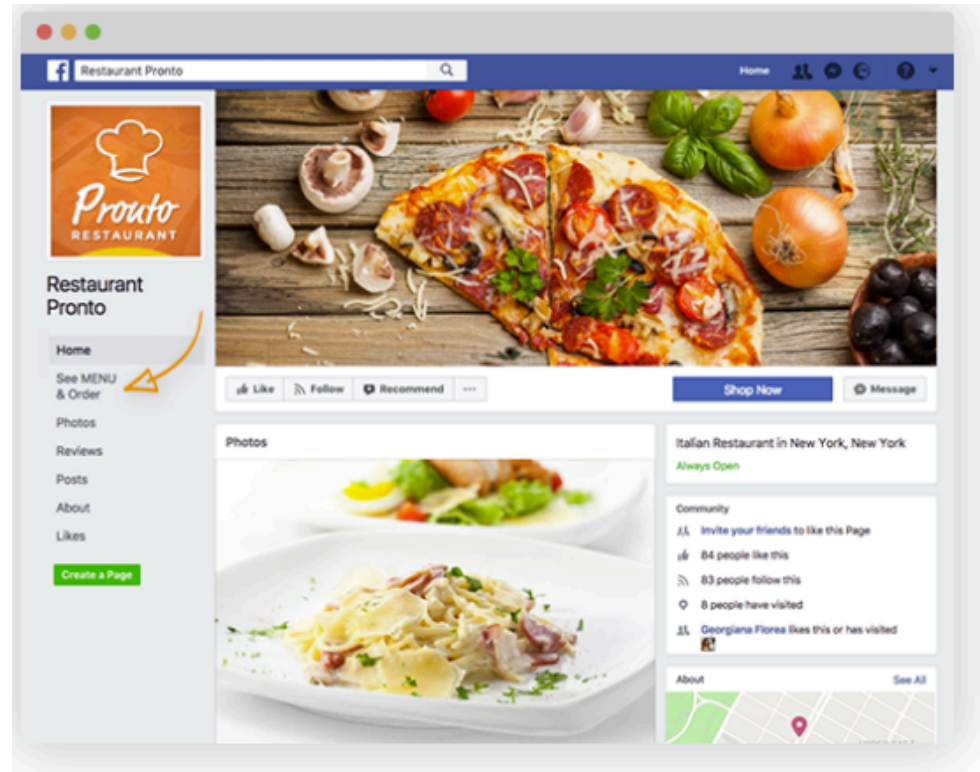
Has Coupons ☐

Reset All Filters

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GloriaFood

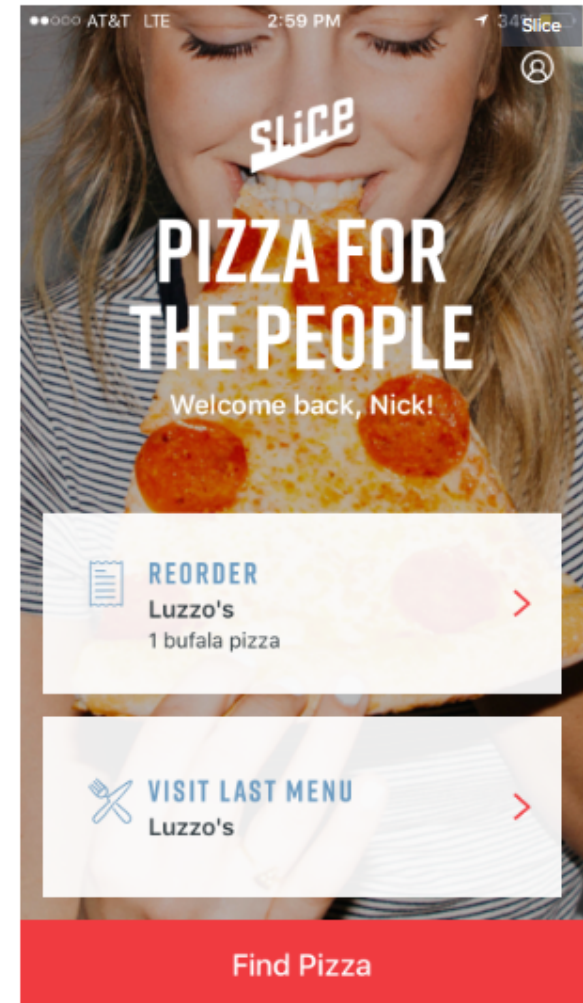
- Free Online ordering system
- Works from web site or Facebook page
- But you have to build your own customer base



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Slice

- For small and independent pizza operators
- Customers can customize their pizza
- Online payment
- Can order from restaurant's Facebook page
- Get estimated arrival time
- Tracking feature slated for later this year
- Flat rate of \$1.99/order



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Orderly

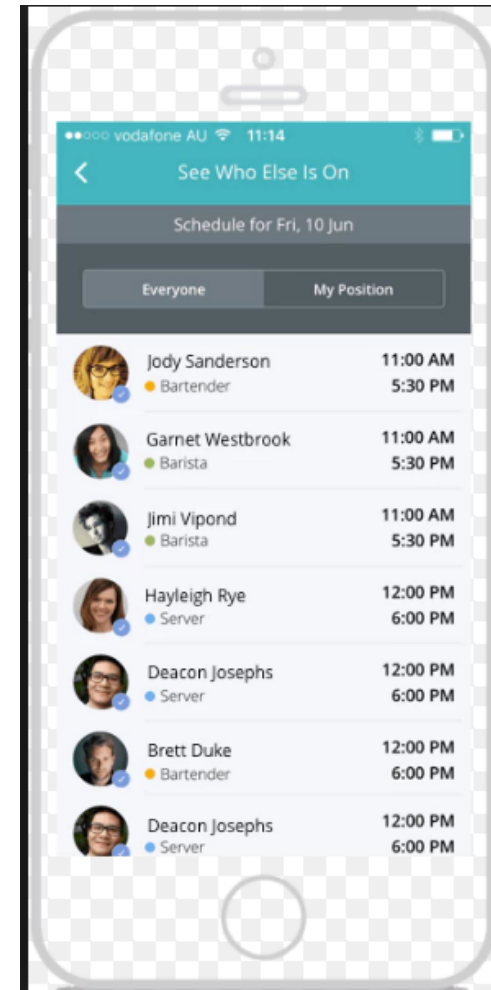
- Photograph invoices to upload to QuickBooks
- Receive price increase notifications
- Schedule reminders to conduct inventory
- * Share invoice data





OpenSimSim

- Free, cloud-based scheduling tool
- Real-time notifications to workers' mobile devices
- Template for easy schedule creation
- Message board and chat capabilities.
- Workers can update availability, ask for time off, swap shifts or apply for extra hours. French Bar & Kitchen.



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Jobletics

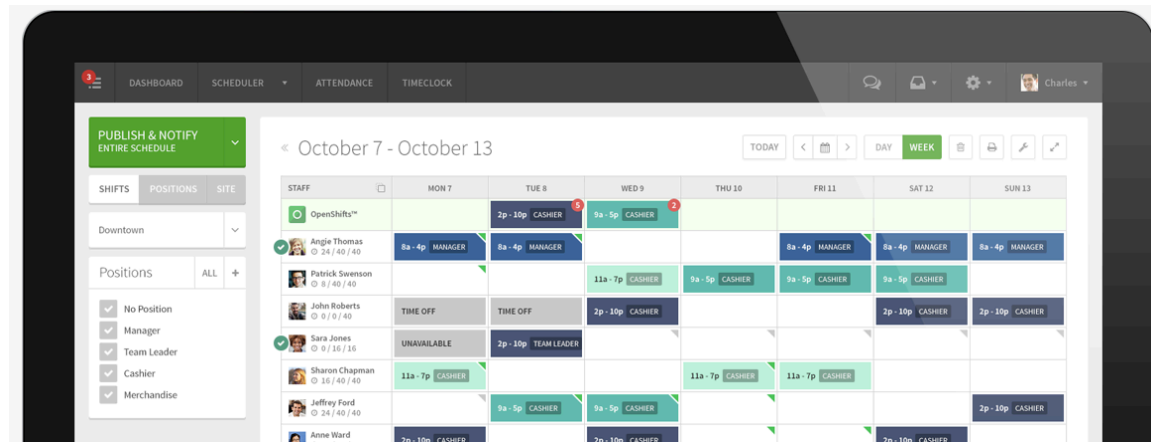
- Focuses on quick supply of part-time workers
- Operators can build their own pool of “Jobletics”
- Workers show up in as little as 3 hours
- Front- and back-of-house staffing
- Everyone is background checked
- 8% acceptance rate





When I Work

- Gives employees an easy way to clock in and out
- Create, update, cancel, publish shifts from smart phone
- Alert staff about open shifts
- Approve shift change requests
- Copy schedule templates from one week to the next



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Slack

- Super-convenient chat room
- Can create different channels for different teams
- Also allows for private messaging



ronruggless 1:39 PM

Murray Bros. Caddyshack on Trello with four p



danorlando 1:40 PM

Pizza Second 100 in trello @telesca @marcella



telesca 1:47 PM

@danorlando Pls file to Top 100 board

<https://trello.com/b/gvcFC39x/top-100>



danorlando 1:47 PM

sure



telesca 1:57 PM

<http://www.msn.com/en-us/news/us/minimurOCID=ansmsnnews11>



ronruggless 2:02 PM

I can do something on that, though it appears



telesca 2:03 PM

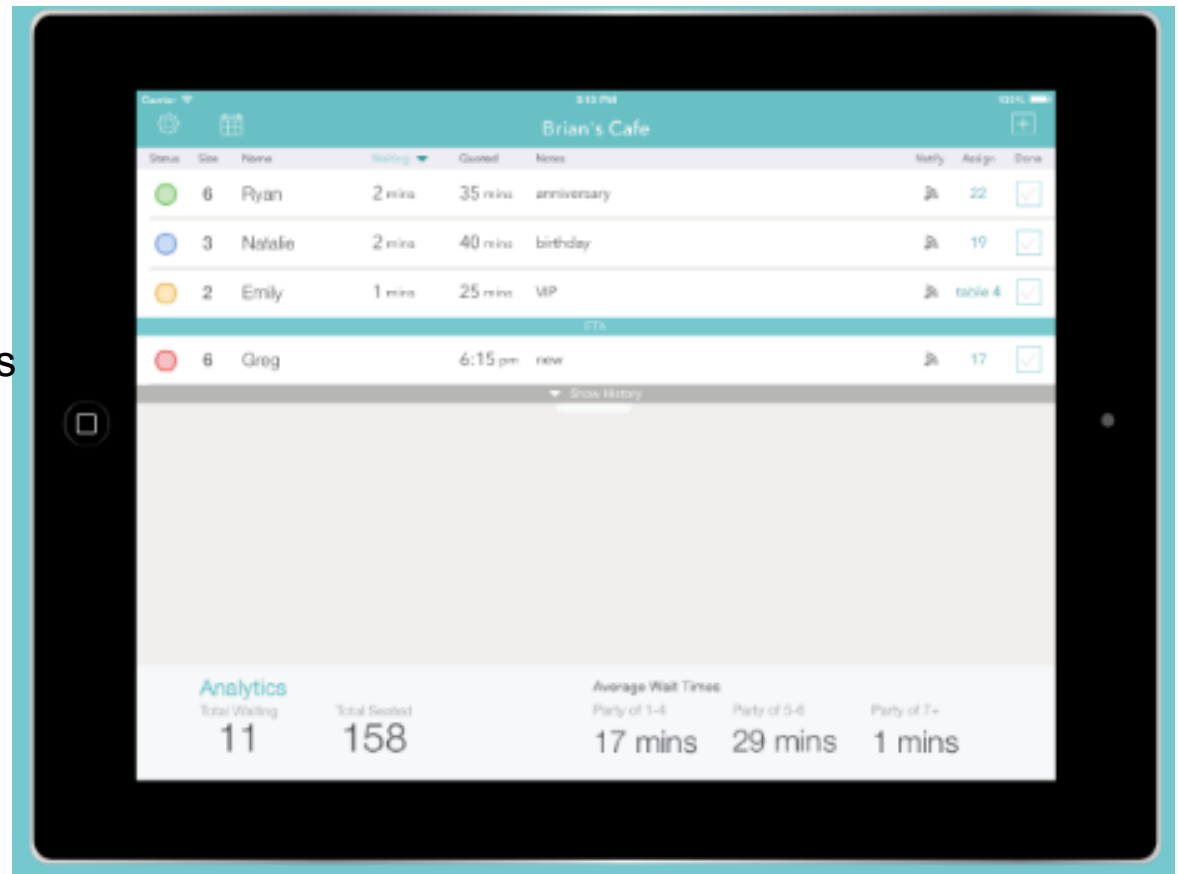
Thanks, @ronruggless

I think our readers would still be interested



Waitlist Me

- Add/remove check guests off of waitlist
- Assign/manage tables
- Send text messages to guests
- Track who loyal guests are and where they like to sit
- First 100 parties are free



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Free Bookings

- Set up online reservation book
- Receive/manage requests from your website/Facebook page
- Build and export entire guest list — including frequent visitor lists to reward their loyalty





Thank You

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