

Digital apps and their advantages for restaurants

Blount Culinary Summit July 26-27, 2017

Bret Thorn Senior food & beverage editor

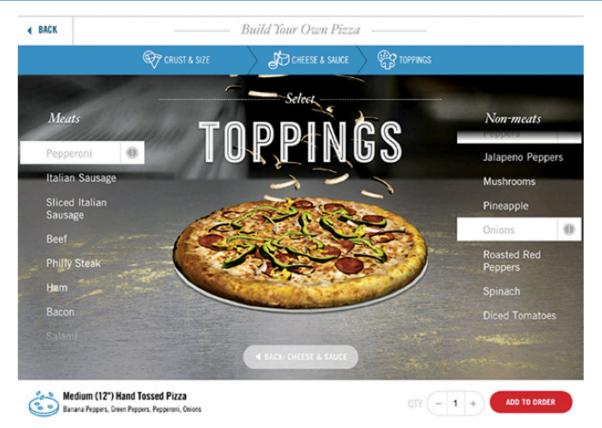
Nation's Restaurant News



Pizza Hut's app: launched in 2009

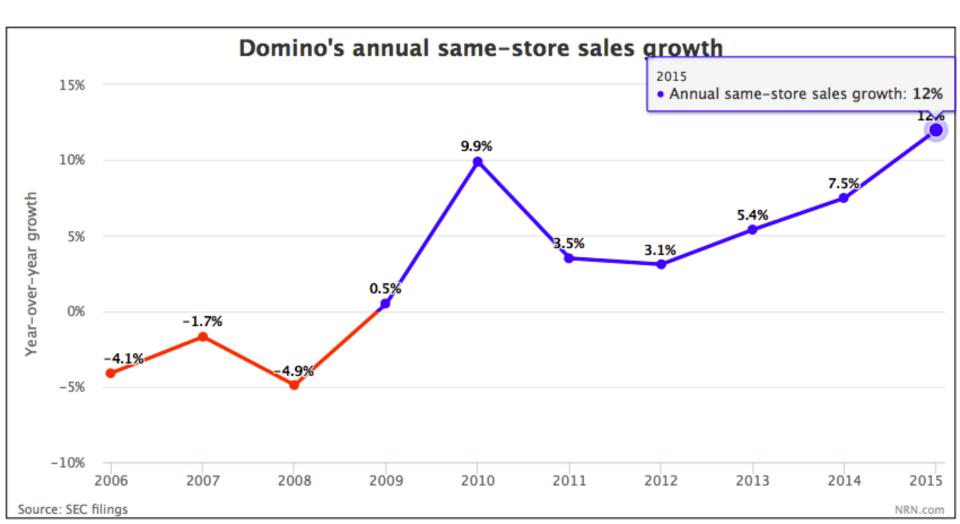






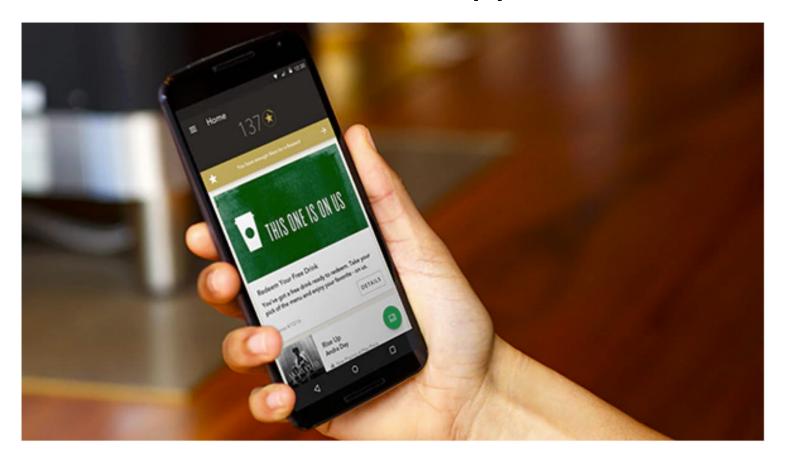
Domino's customers are now more likely to order from a digital platform, such as the chain's iPad app above, than they are to order via phone. Photo: Domino's



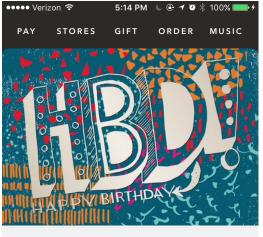




Starbucks App

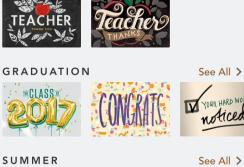






TEACHER

See All ゝ





🚥 Verizon 🗢

Menu

Featured Prev

Previous Favorites

5:15 PM 🕒 🐨 🕇 🛈 🐇 100% 💴 🗲



Raspberry Swirl Loaf Cake



S'mores Bar



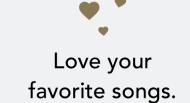


S'mores Crème Frappuccino®

Ú



Pickup at NHL store @ 47th & Sixth 🗸 🗸



Hear curated music in Starbucks® stores. Love a song in our app and influence the music we play.



SOUNDS GOOD



Planning an app for your restaurant? Think again.

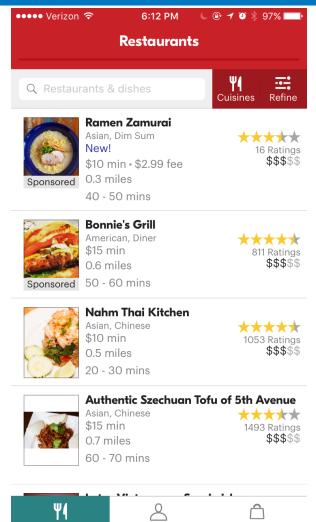
56% of customers don't want an app for an individual restaurant (takes up too much space on the phone)

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

Source: OpenTable 2015



Seamless/ GrubHub



My Seamless

Bag

Restaurants



Seamless/ GrubHub

●●●●● Verizon 🗢	6:12 PM		+ 1 🗿 🗍	96% 💷 •
<	Past Ord	lers		
Do	ıte	A-Z		
Istanbul Park Delivery Info: 904 Unic June 19, 2017 11:00 I Gyro		oklyn, NY		>
Rate and review	Expres	s reorde	er	
Authentic Szechuar				

 Delivery Info: 904 Union St, 2D, Brooklyn, NY

 June 8, 2017 5:39 PM

 C1. Dry Pot Style Chicken, 3. Fried Dumplings

 Rate and review

 Express reorder

>

Authentic Szechuan Tofu of 5th Avenue

Delivery Info: 904 Union St, 2D, Brooklyn, NY May 25, 2017 8:16 PM C1. Dry Pot Style Chicken, 10. Beef and Trip in Chili Oil

Rate and review Express reorder

Lotus Vietnamese Sandwiches

Delivery Info: 904 Union St, 2D, Brooklyn, NY





Seamless/ GrubHub

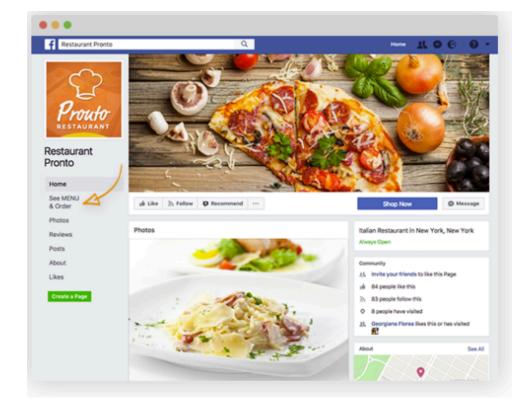
•••• Veriz	zon 🗢	6:1	3 PM	C 🕑 イ	🎱 🕴 96% 💷 Þ
Cancel		Fil	ters		Apply
Sort By				I	Default 🗸
Deliver	my order				ASAP
Rating	*	*	*		& up
Price \$\$\$\$\$	\$\$\$\$	\$\$\$	\$\$	\$	& below
New					\bigcirc
Order Tı	racking				\bigcirc
Has Cou	upons				\bigcirc

Reset All Filters



GloriaFood

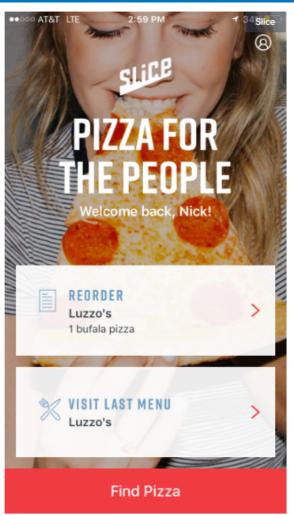
- Free Online ordering system
- Works from web site or Facebook page
- But you have to build your own customer base





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





Orderly

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

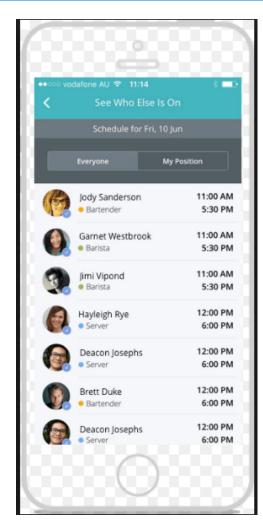




OpenSimSim

- 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.





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

<u>0</u> _									5	2	🔅 - 🔯 Charles -
	BLISH & NOTIFY IRE SCHEDULE	~	«	October 7	- October	13		TODAY		DAY WEEK	∃ ⊕ ≯ ₽
SHI	FTS POSITIONS	SITE	STA	VFF 🗋	MON 7	TUE 8	WED 9	THU 10	FRI 11	SAT 12	SUN 13
			C	OpenShifts™		2p-10p CASHIER	9a - 5p CASHIER				
Dov	vntown	~	•	Angie Thomas ⊙ 24/40/40	8a - 4p MANAGER	8a-4p MANAGER			8a-4p MANAGER	8a - 4p MANAGER	8a - 4p MANAGER
Po	sitions	ALL +		Patrick Swenson		•	11a - 7p CASHIER	9a - 5p CASHIER	9a - 5p CASHIER	9a - Sp CASHIER	
	No Position			John Roberts	TIME OFF	TIME OFF	2p-10p CASHIER			2p - 10p CASHIER	2p-10p CASHIER
	Manager Team Leader		0	Sara Jones ⊘ 0/16/16	UNAVAILABLE	2p - 10p TEAM LEADER	4	4		۲	P P
	Cashier		1	Sharon Chapman O 16/40/40	11a - 7p CASHIER			11a - 7p CASHIER	11a - 7p CASHIER		
	Merchandise			Jeffrey Ford ⊙ 24/40/40		9a - Sp CASHIER	9a - Sp CASHIER				2p-10p CASHIER
				Anne Ward	20-100 CASHIER		2p-10p CASHIER			2p-10p CASHIER	



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/minimur OCID=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

Carrier 1					813 798		1015.
O)							
Sterus	Site	Norw	teating 🖛	Guoted	Notes	Natily Ani	pr Done
•	6	Ryan	2 mina	35 mins	anniversary	ja 22	2
igodol	3	Natalie	2 mina	40 mins	birthday	Ja 10	
•	2	Emily	1 mins	25 mins	VIP	ja mbi	e4. 🗹
					STA		
0	6	Greg		6:15 pm		ja 17	<u>_</u>
					 Show History 		
	Total	alytics Waiting	158		Average Wait Times Party of 1-4 Party of 5-6 17 mins 29 mins	Party of T+ 1 mins	



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

Bret Thorn Senior Food & Beverage Editor Nation's Restaurant News bret.thorn@penton.com