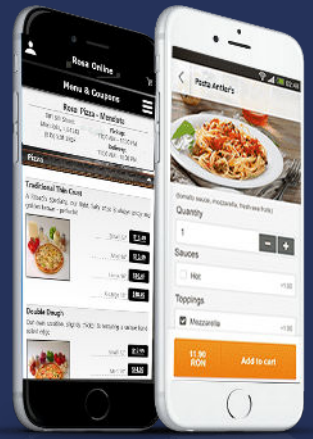




Online Ordering



FIVE WAYS TO IMPLEMENT...

While essential to your restaurant, 3rd-party platform fees can take a huge bite into your profit margins. The obvious goal is to maximize your online visibility, but limit these add-on fees.

1

NATIVE Integration

- Our *custom-designed*, in-house solution is both feature-rich and incredibly cost-effective
- Built right into the PDQ POS system
- Perfect for those restaurants that utilize in-house delivery (especially pizzerias)
- Visit PDQoo.com to learn more!

2

3rd-party non-integrated

- Initial connectivity via 3rd party platforms (e.g., Uber Eats, Grubhub, Postmates...)
- A vendor-purchased tablet for each 3rd-party platform is required
- Non-integrated with the POS means you'll have to manually re-enter each order

3

3rd-party integrated

- Initial connectivity via 3rd party platforms (e.g., Uber Eats, Grubhub, Postmates...)
- A vendor-purchased tablet for each 3rd-party platform is required
- Standalone integration with PDQ POS (*no manual re-entry required*)

4

3rd-party direct integration via an aggregator

- Connectivity to an array of 3rd party platforms via a single "aggregator" (e.g., Chowly...)
- No tablets required!
- Fully and directly integrated with PDQ POS
- PDQ POS back-of-house reporting delineates the orders from each 3rd party

5

HYBRID (best practice)

- 3rd-party direct integration via an aggregator (#4 above) & native integration (#1 above)
- All of the online visibility with a viable way out from all of the accruing 3rd party fees:
 - Utilize 3rd-parties to gain the 'eyeballs' of potential customers
 - After each 3rd party order, reach out to the customer (email, text, flyer in the food bag) and advise them to use the online ordering portion of your website the next time they order. They will save \$\$ (no added item mark-up and/or 3rd party fees) and you will save \$\$ (no 3rd-party fees).
 - Assuming you provide in-house delivery services, this best-of-breed approach maximizes online visibility, while attempting to limit the exorbitant fees that 3rd parties impose on your business...
- *Contact our POS experts at 877-968-6430 or via Sales@PDQpos.com to learn more*