



## Click and Collect

### Overview

Today's consumers demand choice and convenience, and with around one in five (22%) of consumers having used a click and collect service in the past six months, Click and Collect could offer an exciting new revenue stream for your business.

Zonal's Click and Collect ordering channel enables your customers to easily and securely order and pay online for items from your menu to pick up at a time convenient to them. Being fully integrated with, and driven by, Zonal's EPoS means you have direct access and complete control over everything from menu items offered online, to volume and availability of orders. Zonal's Click and Collect solution offers unparalleled operational efficiencies and increased revenue, without the manual headaches.

So, if you're at full capacity but still looking for new ways to grow your business, or want to increase your customer base, consider adding Click and Collect to your operation.

### Features

- » **Fully customisable to your brand** A fully white-labelled web ordering experience aligned with your brand, not confusing third parties
- » **Optimised for mobile** Your online ordering site will be fully responsive across all devices, ensuring a consistent experience
- » **Real-time menu publishing** View real-time menu availability, pricing and promotions for each venue
- » **Customisable menus** Create specific menus across different channels if your menu does not work in a takeaway container
- » **Complete control over orders** Control and limit the amount of orders accepted at any given time for when the venue gets busy
- » **Voucher integration** Allow customers to redeem vouchers at checkout with integration to Zonal's Voucher Manager platform.
- » **Secure payment** Take payments from customers securely via the app or website
- » **EPoS-integration** Fully integrated with our EPoS solution meaning no rekeying is required and menus are kept up to date in real time



**EPoS-integration is the key to click and collect's success. It means we can manage the flow of orders we receive, and seamlessly process each with the minimum of fuss.**

Nick Shelmerdine  
Director of Operational Excellence,  
The Restaurant Group

The  
**Restaurant**  
Group plc

**41%** of Click and Collect consumers do so at least once per week



**We were so confident in the Click and Collect solution that we went live in all 456 PizzaExpress sites all at once.**

Matt Broom  
Customer Solutions Manager, PizzaExpress



## Benefits



Increase revenue without increasing the footprint of your business



Responsive web application with optimised user journey tailored to your brand only



Real-time menu availability, pricing and promotions means that customers will never be disappointed if dishes are unavailable



Complete customer convenience - food and drink can be collected at specific times-even hours in advance



Greater control of order volume and flow, limiting the amount of orders you accept, so your kitchen is never overwhelmed



Future orders can be stored in the system and only processed when it's time for food to be prepared



Significant time savings with EPoS-integration, meaning no rekeying is required



Allow customers to collect loyalty rewards or promotional offers with their orders and drive business from net-new customers



Save money and time - taking an order over the phone takes on average six minutes



Upsell products and packages with click and collect, driving increased revenue

**5% upturn in incremental sales at PizzaExpress with Click and Collect**

## Why Zonal?

Zonal is the trusted supplier of innovative, integrated technology solutions to over 16,000 hospitality and leisure businesses. Our award-winning, UK-based training, project management and customer success teams will support you every step of the way; from project initiation right through to go live, you're always in safe hands.

## Further Resources

### Case Study:

The Restaurant Group boosts revenue with Click & Collect

### Webinar:

How to develop a Click and Collect sales channel, featuring PizzaExpress

### Research:

GO Technology: Click & Collect Emerging as Revenue Driver

## Contact us today

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