



## Order and Pay



### Overview

Provide a superior guest experience and deliver the innovative mobile technology that your guests expect with an Order and Pay mobile app.

With multiple configuration and branding options, Zonal's Order and Pay offers a cost-effective way to create a bespoke app which enables guests to pay for their food and drink on their mobile device, wherever they are in your venue - and at their own convenience.

Reduce wait times, queues at the bar, order errors and staff pressure with this customisable mobile app. With full integration to Zonal's EPoS, no rekeying is required as orders are sent straight to the bar or kitchen and real-time menu and stock availability means customers are never left disappointed.

Zonal's Order and Pay solution is the most established and reliable payment app on the market, offering unparalleled operational efficiencies and a brand-new revenue channel.

### Features

#### Robust mobile app framework

- » Create a bespoke app for your specific requirements using a multitude of configuration options in our robust app framework.

#### Fully customisable to your brand

- » A fully white-labelled app that can be completely customised to your brand.

#### EPoS-integration

- » Fully integrated with Zonal's EPoS solution means no rekeying is required and orders are sent straight to the bar or kitchen.

#### Real-time menus

- » Menus, pricing, promotions and stock availability are kept up to date in real time, so customers are never disappointed.

#### Integrated with online bookings, loyalty and vouchers

- » Allow customers to redeem vouchers and promotional offers, join a loyalty scheme or book a table via your mobile app.



**The technology has significantly reduced interval congestion, freeing up bar space, and boosting the volume of sales we can make in a short space of time.**

Colin Chester

Group Head of Retail Services,  
Ambassador Theatre Group



#### Promotional web content

- » Incorporate additional interactive content such as games, tasting menus, juke boxes and more to keep your guests engaged with your brand before, during and after their visit.

#### Secure payment

- » Customers make payment securely in the app via Braintree, Apple Pay or Google Pay.

#### Data collection

- » Collect customer data and gain insight into customer behaviour for future marketing activity.



**The Order and Pay app really helps the team on the bar because it enables them to prioritise tickets. It's more of an enjoyable experience for the customer as well because they're not waiting in a queue.**

Jon, General Manager  
The Stables



## Benefits



Significant time and cost savings compared to a completely custom-built app



Drive incremental sales through increased orders and higher-than-average order values



Increase service speed by reducing queues, serving wait times and pressure on staff during busy periods



Provide an interactive and innovative customer experience, especially for specific groups of customers such as families with children or the less able



Easy-to-use app that enables customers to repeat orders with a simple click of a button



Increase customer loyalty by enabling redemption of vouchers, promotional offers and sending personalised emails and notifications from the data collated



Increase brand recall as the app is aligned with your branding

**71% of consumers have placed food orders using their mobile device**

Source: GO Technology

## 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

### Webinar:

How to improve customer experience and increase revenue with mobile ordering and payment

### Product video:

Order and Pay Overview

### Case Study:

The Stable

### Guide:

Hospitality on the go: Technology solutions for the mobile generation

## Contact us today

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