



Order and Pay



Overview

Provide a superior guest experience.

Most of us already do everything through our smartphones, and the demand for speed and convenience has accelerated the digitalisation of the customer journey through the increase in contactless processes. This offers operators a huge opportunity to maximise efficiency and increase revenue by introducing completely new ordering channels to the business.

With multiple configuration and branding options, Zonal's Order and Pay technology offers a cost-effective way to create a solution which enables your guests to pay for their food and drink on their mobile device, wherever they are in your venue - and at their own convenience. Zonal's Order and Pay solution is the most established, reliable and versatile order and payment technology on the market.

Features

Order and pay via your website or app

- » Guests order and pay at their table using a webpage linked from your website via QR code, or by downloading a bespoke application, to access a digital menu.

Repeat orders

- » With re-ordering accounting for an average 10% of total orders, guests can see and repeat their previously ordered items under an "order again" menu option.

In-app tipping

- » Allows customers to tip staff in your venues by selecting a pre-set percentage or by entering their own custom tip value at a click of a button.

Fully customisable to your brand

- » Fully white-labelled order and pay technology 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.

Guest checkout functionality

- » As well as encouraging customer registration, both the app and web interface have guest checkout functionality.

Secure cashless payment

- » Customers make payment securely via Braintree, Apple Pay or Google Pay, with the option to save payment information for repeated use.



When compared to other apps, we found Zonal's to be much cleaner and easier to navigate; we found the cheaper apps didn't look as professional, with only basic branding and customisation options. Our customers often say it looks like we built it ourselves, it looks and feels expensive!

Graham Bucknall
Director
The TBC Pub Company



TBC PUB COMPANY

Real-time menus and pricing

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

Integrated with vouchers, promotions and loyalty

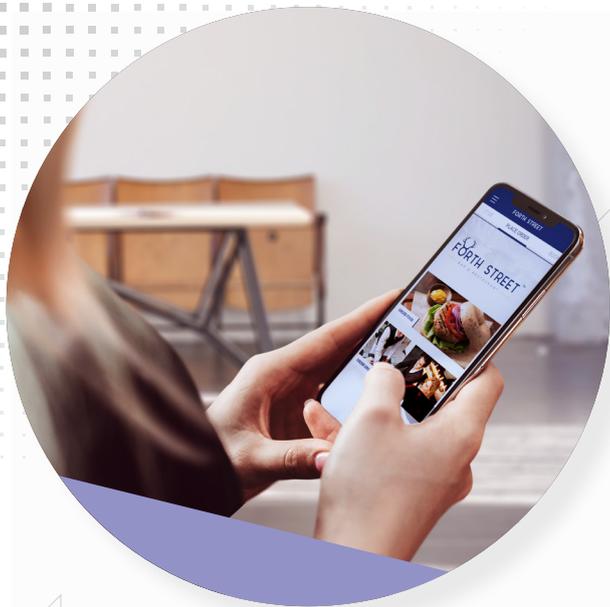
- » Allow customers to redeem vouchers, promotional offers and loyalty rewards within the same user journey.

Data collection

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

Multiple sales areas

- » If you have multiple sites with different layouts and areas, opening times, menus, products, pricing and promotions, you can set these all up with our order and pay solution.



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

Source: GO Technology

Bespoke mobile app

For brands in search of a bespoke customer experience via mobile, Zonal's Order and Pay can also be incorporated into a fully customised mobile app, together with Click and Collect, Online Bookings, Loyalty and Vouchers – all integrated in real-time with Zonal's EPOS.

Benefits

-  No app required – deployed quickly and simply via your website.
-  Drive incremental sales through increased orders and higher-than-average order values.
-  Reduce wait times, order errors and staff pressure 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 contactless ordering solution 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.

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:
What's next for Order & Pay?

Product video:
Order and Pay Overview

Research:
Go Technology: Technology's role in the customer journey

Contact us today
0800 131 3400 | sales@zonal.co.uk
zonal.co.uk/orderandpay