

# DineBlast Online Ordering

According to the National Restaurant Association's 2007 Restaurant Industry Forecast, 13 percent of consumers have placed online orders at a restaurant. When orders come in via Internet, they're more accurate, faster and often 20 percent to 30 percent higher than a phone order... plus, online ordering reduces labor costs and improves efficiency because employees don't have to choose between helping a customer in person and answering the phone.

## Quick Comparison of DineBlast Online Ordering vs. Phone Ordering

| DineBlast Online Ordering   | Phone Ordering  |
|---|---|
| <b>Full color, interactive menu.</b>  |   |
| <input checked="" type="checkbox"/> Customer can see pictures and full descriptions of food items.  | <input type="checkbox"/> Customer cannot see pictures or descriptions.  |
| <b>Automatic menus/price schedules.</b>   |   |
| <input checked="" type="checkbox"/> Customer always sees the most current menu selection and pricing schedules for breakfast, lunch, dinner and late night. | <input type="checkbox"/> Customer must have copies of all paper menus.  |
| <b>Side items and modifiers.</b>  |   |
| Customer is automatically prompted for available modifiers and included items.  | Phone operator must verbally list all of the modifiers and side items available.  |
| <b>Unlimited time.</b>  |   |
| <input checked="" type="checkbox"/> Customer can take his time to look through the menu and make selections.  | <input type="checkbox"/> Customer is rushed by the phone operator who is busy with other responsibilities.              |
| <b>Busy signals.</b>  |   |
| <b>Never.</b> No limits on the number of customers that can place an order at the same time.  | <b>Often.</b> Customers get busy signals or are put on hold while phone operators tend to other customers.              |
| <b>Hold times.</b>  |   |
| <b>Never.</b> Customers never have to wait for someone to take their order.   | <b>Often.</b> Customers frequently hang up because they are on hold for too long.                                       |
| <b>Labor costs.</b>   |   |
| <b>Zero labor costs.</b>  | <b>Labor costs incurred for phone operators.</b>  |
| <b>Average sale amount.</b>   |   |
| <b>Higher.</b> 20%-30% higher sales per order because customers can take their time when placing their order.   | <b>Lower.</b> Customers are often rushed off of the phone, limiting the amount of time they have to make their choices. |
| <b>Credit card processing.</b>  |   |
| Encrypted credit card information is sent to the restaurant.  | <input type="checkbox"/> Phone operators can "skim" credit card information creating liability for restaurant.          |

| DineBlast Online Ordering                      | Phone Ordering                 |
|--|--------------------------------|
| <b>Automatic order entry into POS system.</b>  |                                |
| <input checked="" type="checkbox"/> Available. | <input type="checkbox"/> None. |

## How does DineBlast online ordering work?

| Step 1.  | Step 2.   | Step 3.   |
|--|---|---|
| Send us your paper menu and fax number. The DineBlast menu designers will create your customized online menu and web site. | DineBlast will provide you with a link to your new online menu. You can publish and distribute this link on all of your marketing materials and business cards. You can also place a button on your existing web site that will link to your DineBlast online menu. | Start receiving orders directly to your fax machine or directly to your POS stations. |

## *It's that simple!*

### Frequently Asked Questions

**Q: How do I make changes to my menu?**

A: When you need to make changes to your menu, simply email us at [menus@dineblast.com](mailto:menus@dineblast.com) with your changes. Simple changes are usually made the same day and more complex changes may take several days or longer.

**Q: Can the order go directly into my POS system?**

A: Yes, if you are using the SoftTouch POS system, then the credit card information is automatically processed on your POS system and the orders are automatically sent to the kitchen.

**Q: What if I'm not using SoftTouch POS?**

A: The orders can be sent to your fax machine or the orders can be sent to an automatic notification window on your existing POS terminals (we provide the necessary software at no charge).

**Q: Do I need an Internet connection?**

A: If you only want the orders to go to your fax machine, then you do not need an Internet connection. If you want the automatic processing or automatic notifications, then you will need an Internet connection.

**Q: How is the credit card information protected?**

A: All credit card numbers are encrypted when sent via fax. We will provide you with a simple toolbar function that you can install on your POS terminals. You simply enter the encrypted credit card number and the real credit card is displayed. You can copy and paste the credit card number directly into your POS system.

**Q: How do my customers know where to place their online orders?**

A: We will provide you with a link to your online menu. You can publish this link on all of your marketing materials and business cards. We recommend that you announce this link on your telephone system while your customers are holding.

Here are some examples of live SoftTouch Online web sites:

<http://cannolikitchen1.dineblast.com>

<http://carlinos1.dineblast.com>

<http://antonios1.dineblast.com>

**Q: Can I link this to my existing web site?**

A: Yes, you can use the link that we provide to you on your existing web site.

**Q: Can I see a demonstration of SoftTouch Online Ordering?**

A: Yes, we encourage you to visit our demonstration web site at <http://testdrive.dineblast.com>.

**Q: How do I switch my POS system to SoftTouch POS?**

A: Call SoftTouch POS at 866-497-4717 or visit our website at [www.SoftTouchPOS.com](http://www.SoftTouchPOS.com)