

DRIVE-THRU  ON DEMAND

*we make every restaurant a drive-thru restaurant*

# SUCCESS PLAYBOOK

**Step by Step User Guide On How To Be Successful Using Drive-Thru On Demand.**

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## Success Story Cho Sushi Japanese Fusion

### HOW IT HAPPENED:

When Cho Sushi joined our team, they were right in the middle of the COVID-19 shut down. Their dining area had been closed and they were relying on call-in orders and other third-party pick-up and delivery apps. This was getting the job done but those apps were taking a huge percentage of each order. When they learned that we didn't charge a percentage fee on orders, they jumped on, excited to see what we could do. They decided to make Drive-Thru On Demand the only way to order from their restaurant. They ended their partnerships with the other third-party apps and had all call-in customers download the app and order through it.



### THE RESULTS:

In their first 60 days with us, they had 1,129 orders for \$69,548 in sales. Since then, they've continued to see growth. As of writing this, they have had more than 2000 orders resulting in more than \$120,000 in sales. This has made them the top Drive-Thru On Demand restaurant.

### WHAT WE CAN DO TO HELP YOU:

Think of the app as a virtual drive-thru. We are here to give your customers a convenient way to enjoy your food on the go. This playbook is going to walk you through how to get the most out of our service. Think of it as the blueprints for success. We provide the materials and expertise needed to build the best system for you. It's up to you to take advantage of these tools. If you do, we promise you will be quite happy with your results.

# DRIVE-THRU ON DEMAND

## **GOING LIVE CHECKLIST**

- Complete Registration
  - Pay Registration Fee
  - Connect to Stripe
  - Submit your Menu – You will be notified in 3 days when your menu has been uploaded

**TO ENSURE YOU ARE READY TO START TAKING ORDERS IN 3 DAYS IT IS HIGHLY RECOMMENDED TO COMPLETE THE BELOW CHECKLIST BEFORE YOUR MENU HAS BEEN UPLOADED**

- Start building your Restaurant Profile: [Client Portal](#)
  - Reference the [Restaurant Client Portal User Guide](#)
  - Fill out all Restaurant Profile Information
  - Upload Restaurant Logo (recommended)
  - Upload Restaurant Title Image (optional)
  - Add your Restaurant Business Hours
- Review the Drive-Thru On Demand [Resources Page](#) for all Marketing and Training Tools
  - Training Tools
    - Review [Restaurant Tutorial](#) AND [Consumer Tutorial](#)
    - Review DTOD Restaurant App Best Practices
    - Review the [What to do when you receive an order](#) video
    - Review the [Restaurant Client Portal User Guide](#)
    - Review the [DTOD Restaurant App User Guide](#)
    - Go over Training Tools with Staff
  - Marketing Tools
    - Review and Install #1 Success Tool [Website Plug-In](#)
    - Review all videos, social media templates, printable marketing
    - Visit the [Drive-Thru on Demand Product Store](#)
- Download the 'DTOD Restaurant' App from the [Google Play Store](#) or [Apple App Store](#) on any Android or Apple Device.
  - Reference the [DTOD Restaurant App User Guide](#)
  - Successfully log in with the same user credentials you used to sign up with through Facebook or Google.

**YOU WILL BE NOTIFIED VIA CONTACT EMAIL WHEN YOUR MENU(S) HAVE BEEN UPLOADED**

- Review your Menu - make any edits necessary on the DTOD Restaurant App OR Client Portal
- **GO LIVE** in the DTOD Restaurant App → Restaurant Profile → Active button → Save

**LET YOUR CUSTOMERS KNOW**

# DRIVE-THRU ON DEMAND

## **MARKETING**

The more you tell your customers about your new virtual drive-thru, the more they are going to use it which means more orders and more money.

### **DRIVE-THRU ON DEMAND WEBSITE PLUG IN – THE MOST EFFECTIVE TOOL**

85% of nationwide Drive-Thru on Demand orders come from restaurants with website plug-in tool installed. When you install the website plug-in and a customer visits your website, there will be a pop up that lets your customer know that you are now using Drive-Thru On Demand and it will provide direct links for your customers to download the app and place an order.

To install the website plug-in tool, please see instructions on how to do so. If you need help installing this tool, you can email us at [support@drivethruondemand.com](mailto:support@drivethruondemand.com)

### **SOCIAL MEDIA POSTS**

Let your customers know on social media with premade templates and videos available on the [resources page](#). Make sure to include direct links to download the app.

### **EMAIL CURRENT CUSTOMERS**

If you have an existing customer emailing list, let your customers know via email or utilize an email template available on the [resources page](#).

### **PRINTABLE TEMPLATES**

Utilize any of the templates on the [resources page](#) to print and post around your restaurant or hand out to your customers.

### **LOCAL LISTINGS**

Utilize any free exposure in local newspapers or magazines.

### **PRODUCT STORE**

Purchase any products or material to further promote your new virtual drive-thru at the Drive-Thru On Demand [Product Store](#).

### **OFFER DTOD IN APP DISCOUNTS – NEW FEATURE!**

Reference the [Restaurant Client Portal User Guide](#) to customize your very own in-app discounts.

# DRIVE-THRU ON DEMAND

## **TRAINING**

The DTOD Restaurant App is very simple to use however it is important to make sure that you and your staff understand how to use the app. As you are getting ready to Go Live in the DTOD Restaurant app, review our tips and training tools so you can be best prepared to utilize and maximize your success with your new virtual drive-thru.

### **TRAINING TOOLS**

- Review Restaurant AND Consumer Tutorials
- Review the [DTOD Restaurant App User Guide](#)
- Review the [Restaurant Client Portal User Guide](#)
- Review the short video on [What to do when you receive an order](#)

### **DTOD Restaurant App Best Practices**

- Keep your device awake and open on the Restaurant App during business hours
- Keep your device next to your POS so it can be viewed frequently
- Keep sound on
- Keep push notifications in device settings on
- Assign one person to manage the App daily
- Get familiar with the Customer App.
- Utilize notification phone and notification email for back up new order alerts

### **Good to Know:**

- The restaurant app can be downloaded on any Apple or Android devices.
- You can be logged in to unlimited devices.

# DRIVE-THRU ON DEMAND

## **AFTER GOING LIVE**

To best utilize and drive more business to your new virtual drive-thru, we highly suggest marketing to your EXISTING customers at minimum once a week. The more orders you complete, the more we can help you market to NEW customers through Facebook marketing.

Our most successful restaurant partners continue their efforts through their social media channels and physical advertising. Some restaurants have even advised all call-in customers to order through the app and no longer take orders over the phone.

### **WEEKLY MARKETING SUGGESTIONS:**

- Make a new post on social media channels
- Print out or order material to pass out to your customers
- Create and promote a new DTOD in-app discount code
- Incentivize 1<sup>st</sup> time users
- Email your customers
- Post a free add in your local newspaper
- Send out mailers

These are a few suggestions to help you get started maximizing your success with your very own virtual drive-thru.

### **REMEMBER,**

This is YOUR VIRTUAL DRIVE-THRU SOLUTION to help your restaurant be more successful. Aside from your typical credit card processing fee, there is no cost to you for using the Drive-Thru On Demand service.

If you have 15 dine-in customer orders in a given hour, you can double or triple the amount of orders in that same hour by maximizing your use with your virtual drive-thru solution that operates simultaneously with your dine-in customer orders at no additional cost to you.

For help or support, please email us at [support@drivethruondemand.com](mailto:support@drivethruondemand.com)