



**Motivate restaurant
staff and earn money
online**

www.upmenu.com

INTRODUCTION

Often in our materials, we advise restaurant owners that employees should be responsible for recommending online orders to customers.

Owners should train their team regarding information provided to customers about new methods of ordering on a website or mobile application.

How should such training be prepared and how do you motivate employees so that they successfully recommend food is ordered by a different method than a food portal or by phone? Change in the work environment often generates some fear, uncertainty or objections in employees. Can this process be simplified?

In this ebook, we have prepared a tutorial for you on how to communicate a change to the method

for accepting orders to your employees. We will discuss this process in detail and suggest what to pay attention to.

We are convinced that these activities will make your team members become real ambassadors of online orders. You will increase your profit and build much greater customer loyalty.

—
Enjoy this read

You need to be aware that introducing an online ordering system in your restaurant is a change. Your employees may not understand why they need such a solution. Just presenting the process for collecting orders may not be enough.

They may be concerned if you don't explain why you decided to introduce such a simplification and what features are offered by UpMenu, they may even think that they haven't been performing well in their job! Will the new technology replace them?

In the end, you may have to face some irritation and aversion regarding the new solution; you just gave your employees a tablet or a new feature in POS and, instead of answering calls as usual, they should now handle a new duty but, after all, they have so much to do already!

Before your team members start to encourage customers to place online orders, your task will be to prevent the above scenario from occurring. How do you achieve that?

01 Appoint a meeting and tell your staff members about implementing a new system. Explain why you're doing it

Your first step in making the decision to implement UpMenu should be to notify the team. Make sure that the message is clear. Don't talk about it while you're on the run between the bar and the restaurant door.

During the meeting, assure everyone that the system is there to help them. Once and for all, forget about customers irritated by a busy telephone line. If the fees for a food ordering portal that you cooperate with are too high, let your employees know about it! Be honest. Let them know that you're on their side and you will help them during the implementation - there is no need to be concerned.



02 Show them the benefits of UpMenu

Online orders made through a website bring many benefits! Choose the ones that affect the work of waiters/waitresses and chefs the most and talk about them!

Explain how easy it will be to accept orders from now on. If they have any doubts during the order process, all information can be found in the order history. Order acceptance will only take a second - it can be done with one click! Delivery people will no longer have to listen to customer complaints that the food they delivered is not what the customer ordered. You can forget about errors when placing orders.

03 Explain how implementation will look

Once the members of your team know why you are planning to implement a new online ordering system and what benefits come with it, explain further steps. Show your employees how the system looks on a website and what their duties will be. Accept a test order together (if you need help with this, contact our customer service department).

Show them the device that they will use to log in to the system at the restaurant or the place to which orders will be sent in POS. Let them be sure that they will be assisted if they face any difficulties.

04

Prepare the equipment and plan how to notify customers

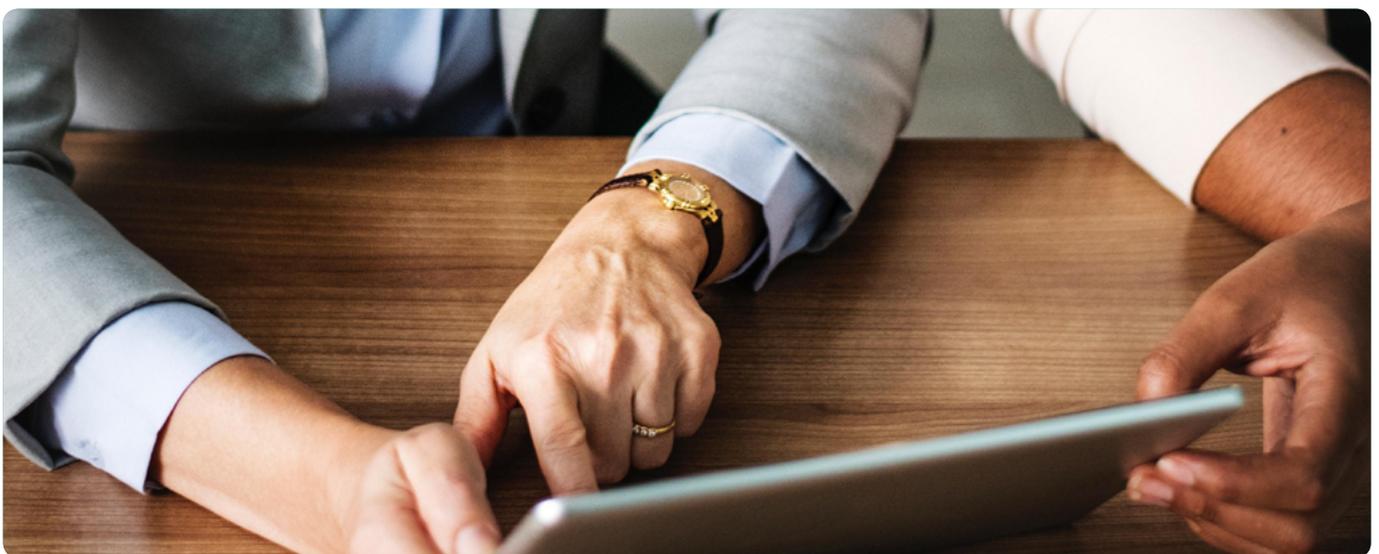
If your team accepts orders online on a tablet, decide together where to place it. Think about what you can do together so that there are as many orders as possible.

Agree on how the staff will recommend the new method for placing orders online. Think how to suggest to your customers who are calling to place an order that they make an online order next time.

Additionally, waiters/waitresses can notify customers about this possibility when accepting a payment in the restaurant. This is also a great opportunity to ask whether the customers have already downloaded the new restaurant mobile application to their smartphones.

Delivery people should notify customers about the new possibility of ordering online when they deliver meals to a home or office. You can also prepare flyers with the appropriate information and tell your team to add them to each order.

If your employees start to have doubts, try to clarify them. Questions may appear: "Do I really have to do it?", "Will I find time for it?", "Why do I need this?". In this case, return to item 1 and 2, explaining the change once again. This will help you deal with your employees' objections.



05 **Observe and rectify results**

Monitor employee actions on an on-going basis and make changes if necessary. If your employees act in a different way than you agreed at any point, ask them why. Perhaps, there was a mistake in the planned process. If this isn't the case, explain once again why online orders are so important for your restaurant.

Check whether there are enough flyers with information about the new method of ordering if you decided to add them to orders or if there is information available on each table about the ordering system on your website and in your mobile application.

06 **Celebrate the success of online orders together with the entire team!**

It is very important that you notify your employees about the progress with your actions. If they don't see results, they will think their efforts have been wasted.

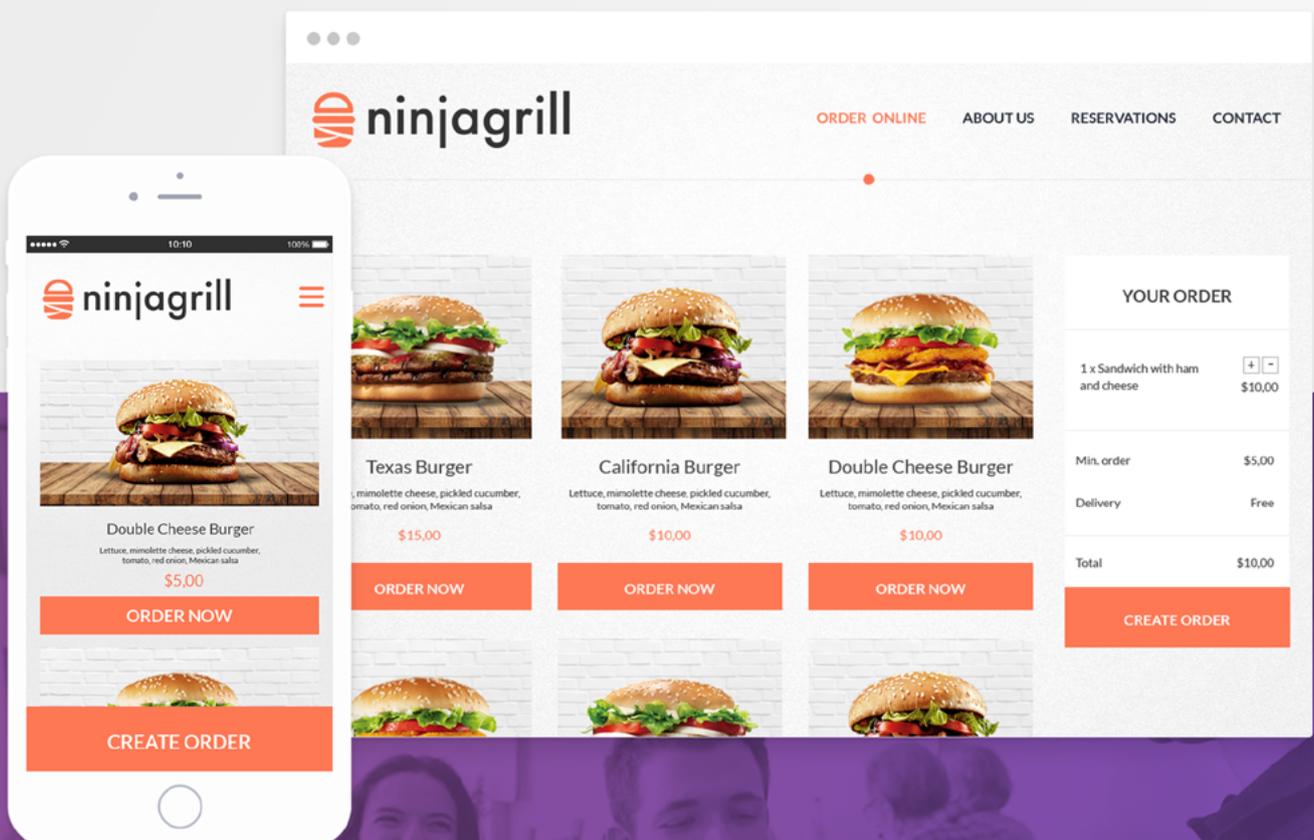
If you are not satisfied with the results, gather your team together to think what can be improved. If you have applied all of the previous tips, then you can celebrate your joint success and continue working on it!





Online Ordering System For Restaurants

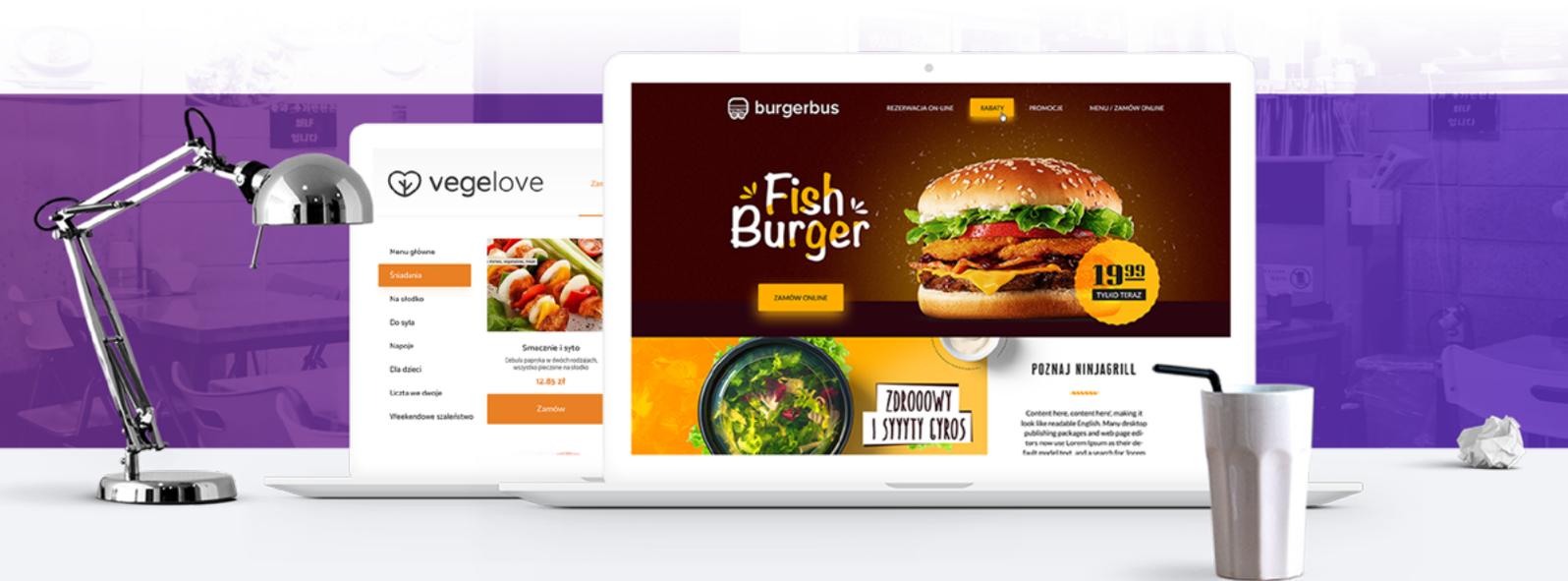
Increase sales and reduce costs through online sales directly from your website with no external portals needed



LEARN MORE

CONCLUSION

If you are wondering why your employees are not telling customers about online orders, or if they are doing it wrong, think whether the above 6 actions were fully executed.



Keep in mind that proper communication when making changes is the key to success. Be honest. Explain why you decided to launch the UpMenu system and what benefits it will generate for your team members. Plan activities together that will help you increase the number of online orders.

Talk to your employees, monitor the outcome of their activities, and introduce changes to the process, if necessary. Later, you can all celebrate success! They have to be aware that everyone contributed to this success.

If you have any questions or would like to find out more about the process of implementing UpMenu at your restaurant, feel free to contact us. We will be more than happy to help!