



HOW WILL A
**MOBILE
APPLICATION**
FOR RESTAURANT INCREASE
YOUR SALES?

According to [statistics](#), as much as 72% of society now look for the best places to eat through their mobile devices. This shouldn't really be a surprise to anyone as new technologies, including mobile apps, now accompany us in nearly all daily tasks. Applications deserve special attention because they are gradually pushing website use aside.

Mobile applications for restaurants are the latest trend on the restaurant market and they are especially important for people who want to undertake appropriate promotional activities and achieve the highest goals relating to their restaurant marketing strategy. As a result, this will be converted into higher levels of sales and significant increases in profits for the restaurant.

We have prepared this e-book specifically for you, to show you the important benefits of a mobile application for your restaurant. You will find out how mobile apps are changing the restaurant market. You will also learn how applications for iOS and Android can function on particular devices.

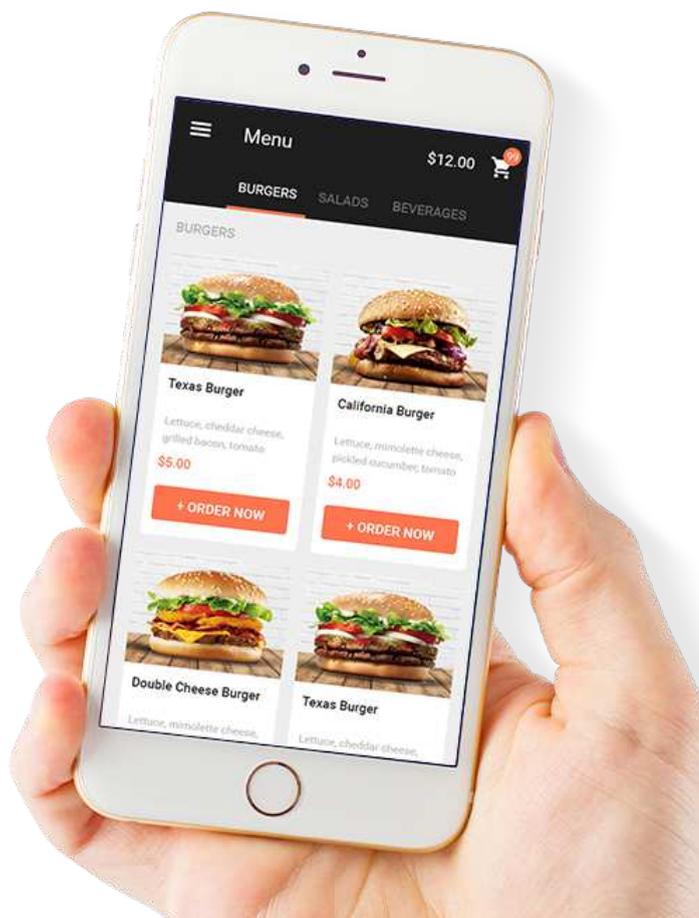
Enjoy the read!
The UpMenu team

Part 1 How are mobile applications changing the restaurant market?

Find out why it's worth taking one more step towards new technologies to make it possible for your customers to order food through a mobile application for restaurants. Now is the best time for increasing your profits! Mobile apps are really changing the restaurant market and we are convinced they will also change your business for the better. You know that nothing will happen by itself! What steps should you take to speed up this process?

1. Open up to the latest trends

Keep in mind that outstanding food, restaurant design compliant with the brand image, and friendly customer service is not all. You should also make sure you adapt to the current trends, namely: offering online ordering services through your own website or a restaurant mobile app.



2. Meet the expectations of your customers

People are busier than ever. They work long hours and have no time for planning and preparing meals. It's no surprise that 20% of people in the US (<https://www.statista.com/topics/1986/food-delivery-industry-in-the-us/>) order food at least once a week to be delivered directly to their home or office.

With a mobile app for restaurant ordering you can be a few steps closer to your customers. You will give them a simple solution that will enable them to satisfy their hunger any time of the day or night, and order food online.

3. Make it possible for your customers to book a table online

The online food delivery mobile app makes it possible to place orders quickly and easily (without having to leave one's home or work). It is also worth remembering that people often make a dinner reservation online. Hence, it is so important to remind customers and encourage them to make more reservations. A restaurant mobile app will enable your customers to use the online booking system and the pre-ordering service, you can read about them in our blog post: [UpMenu online booking system and pre-ordering](#).

The image displays a restaurant website and a booking form. The website, for 'ninjagrill', features a logo, a 'Fish Burger' graphic, an 'ORDER ONLINE' button, and a banner for 'HEALTHY AND FILLING CYROS'. The booking form, titled 'BOOKING', includes fields for Date, Time, People, First name, Last name, Email, and Phone, along with a 'Book a table' button.

BOOKING

Date * Time *

People *

First name * Last name *

Email * Phone *

Comments (optional)

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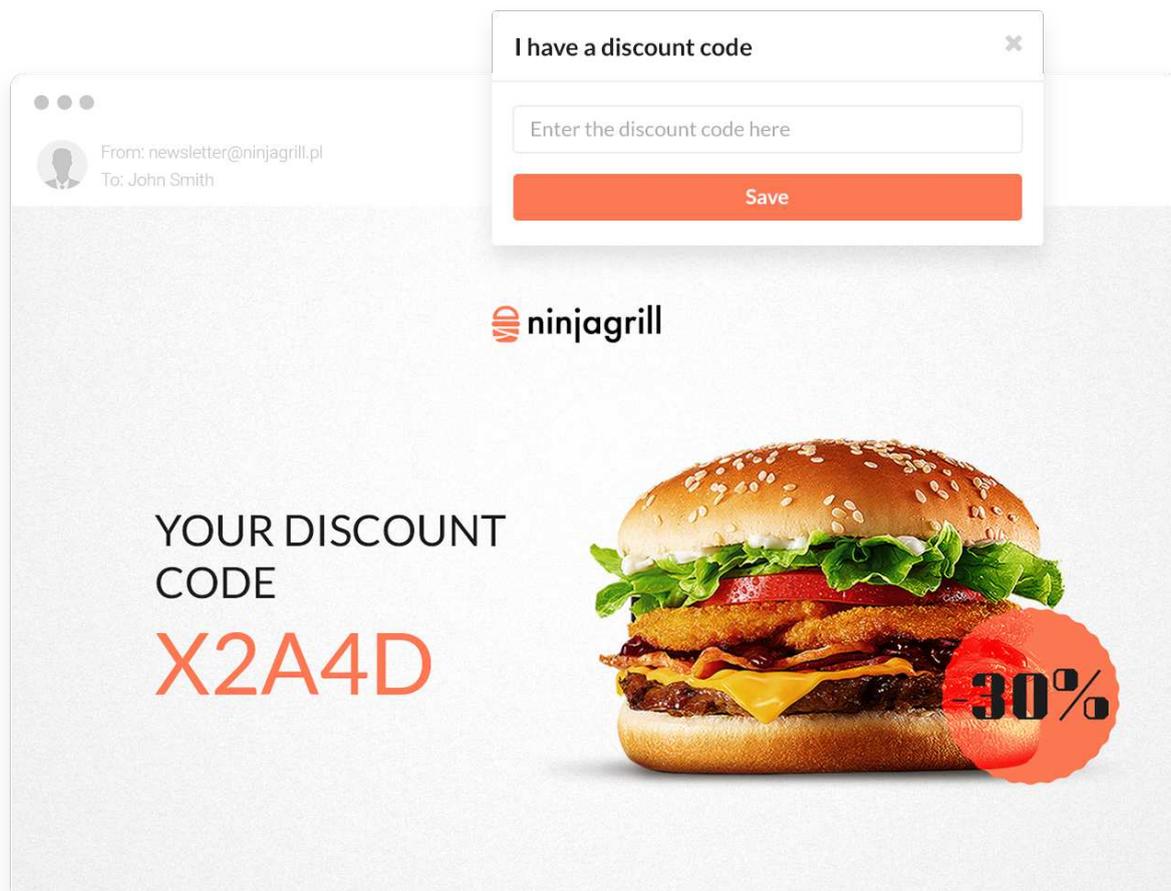
GET TO KNOW NINJAGRILL

Content here, content here!, making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their

4. See the promotions you can prepare with the UpMenu system

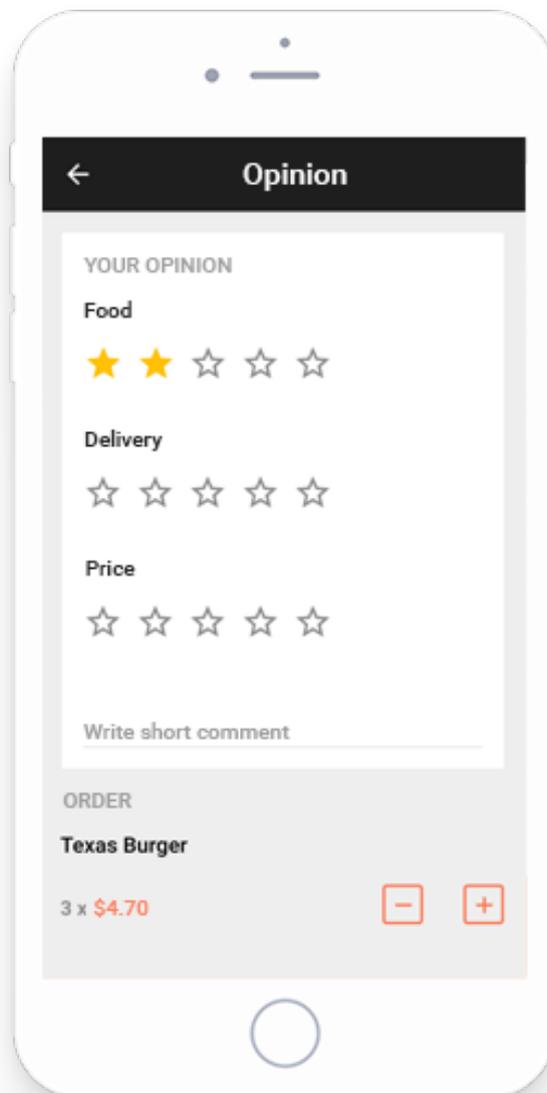
The mobile application for restaurants and the online food ordering system are also very useful when creating promotions that will help your profits to increase significantly. Offering vouchers, creating discounts, and other special deals will make your customers stay loyal for longer. You can also acquire new customers more easily.

Thanks to the UpMenu system, you can create various promotion combinations: offer a discount for the second product (for instance, when buying one pizza, you can offer the second one for half price); or you can reduce the price for an order that exceeds a specific amount. All activities can be undertaken from the level of the UpMenu administrative panel. Find out [why your restaurant needs a promotion engine in an online food ordering system?](#)



5. See what your customers say about you

A mobile app for restaurant ordering supplied by UpMenu makes it possible to provide feedback regarding your restaurant. The feedback is sent directly to the administrative panel in the UpMenu system so that you can read it and respond immediately, if necessary, before any negative reviews are shared online.



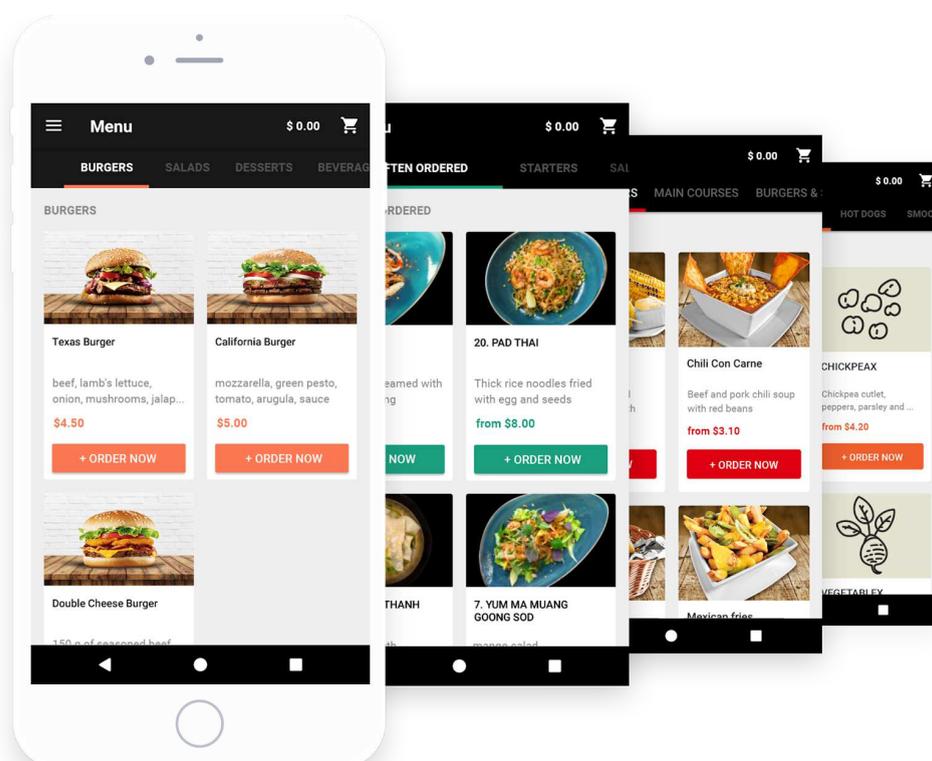
Part 2 Benefits of mobile applications for restaurants

The benefits of having a restaurant mobile application are discussed in this next part. Since you already know what to do to make your restaurant better, it's time you learnt about the biggest advantages of a restaurant mobile app!

1. You can adjust the appearance to your restaurant's design

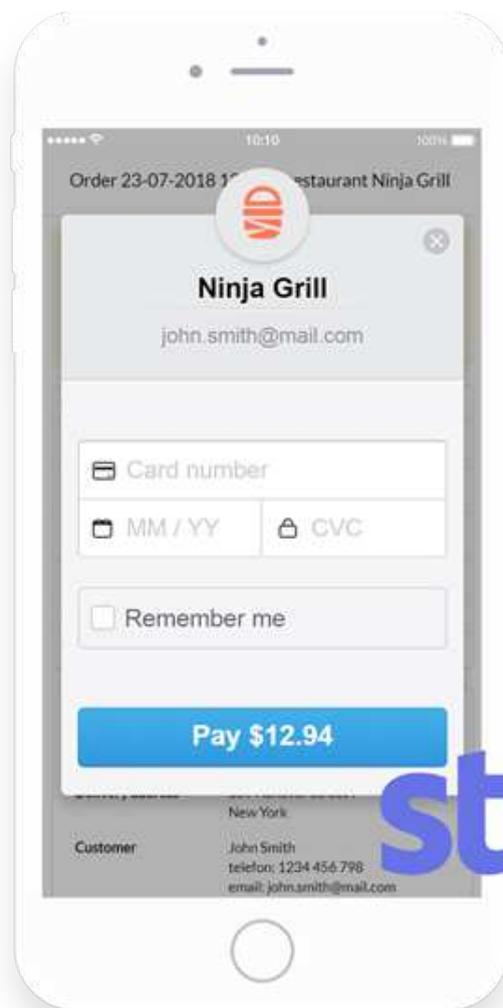
The appearance of the UpMenu mobile app can be easily adjusted to match the image of your brand. You can choose button colours consistent with your restaurant image or the website. The application will feature your logo and photos - you decide what the mobile application for restaurants will look like.

Nothing will make your existing customers more loyal or attract new ones better than your restaurant's own mobile application matching your brand. With the above, you will become more recognised by your customers. They will remember you and will be happier to order food from your restaurant.



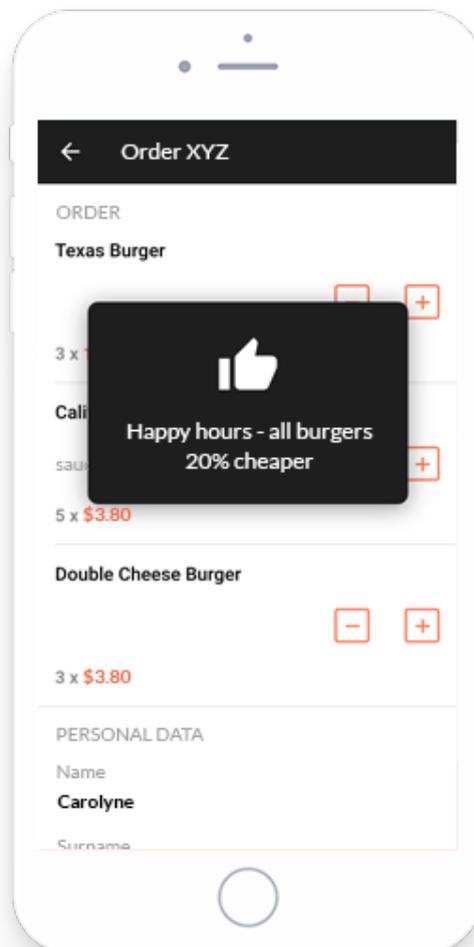
2. You can launch fast online payments

Your customers will gain the possibility of paying for their orders anytime and anywhere they are. They can pay with cash or card when collecting the order (you must have a payment terminal) or online (you have to conclude a contract with a payment service provider).



3. We will help you generate more online orders with PUSH notifications

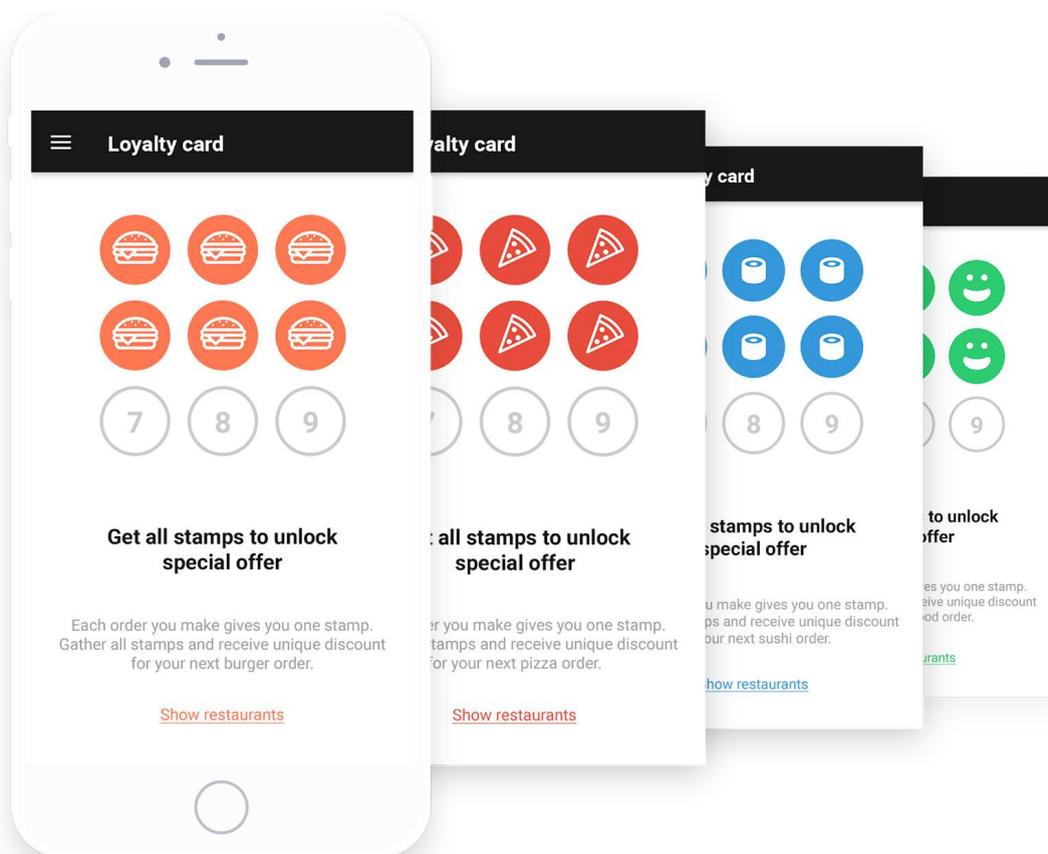
Having a mobile application for restaurants makes it possible to send PUSH notifications (in real time) to restaurant customers. Thanks to this, you will help contribute to their loyalty and will also let them know about any latest deals, discounts or contests. You can also promote certain products that you have recently added to your menu and you will find out quickly how your sales will increase!



4. You will gain access to restaurant marketing ideas

With a restaurant mobile app, you will get completely new marketing possibilities so that you can promote your restaurant without any problems. What can we offer you?

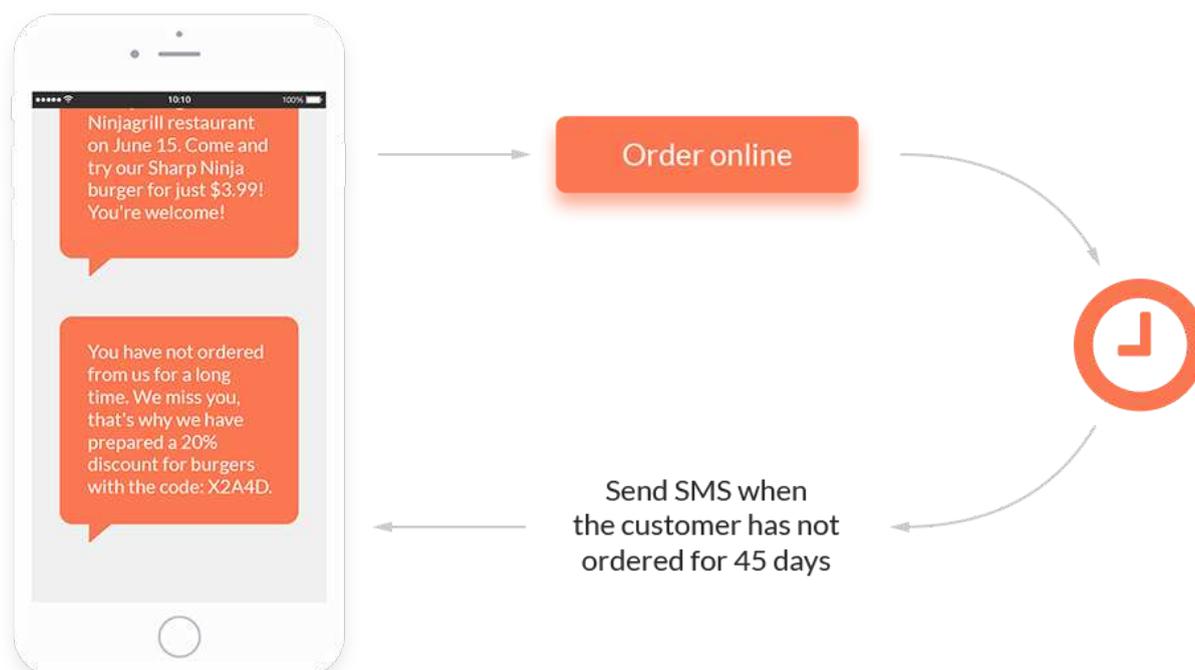
- Restaurant loyalty programs,
- Cross-selling and up-selling,
- Discount vouchers,
- Advanced promotion module,
- Marketing automation,
- Email, SMS and PUSH campaigns.



5. Learn more about marketing automation

How can you use modules to send emails and text messages in a better way? Benefit from marketing automation! The online food ordering system will send messages to your customers for you in predefined situations.

Imagine that one of your customers has not ordered anything through the restaurant website or restaurant mobile application for a month. The system will send them a text message with information about an offer prepared specifically for them or about the latest deals or discounts, etc.



6. Manage the entire restaurant chain through one mobile application

If you own a restaurant chain, you don't need separate applications for each location. UpMenu provides the possibility of launching one restaurant mobile app for the entire chain so, you can manage all locations and offers in one place.

This will all be a great convenience for your customers. When they open the application downloaded to their smartphones, they can choose the location where they want to place the order, choose their favourite dish, and order it online.

Conclusion

Rapid technological progress and the popularisation of smartphones are the reason why desktop computers and laptops have been replaced with mobile phones or other mobile devices more and more as the years have passed.

Restaurant owners now more often launch dedicated mobile apps. Such software makes it possible for customers to place orders directly at the restaurant.

What will you gain with the mobile application?

- Prestige and competitive advantage
- Brand recognition
- Greater marketing possibilities
- Mobile payments
- More online orders
- You will be close to your customers at all times
- You can have your own online orders

Feel free to contact us - we will be happy to tell you about our [online food ordering system](#). Feel free to download other e-books from upmenu.com.

