How to Use Technology to Survive and Thrive in Difficult Times

Presented by

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What's your status?

- First – let's acknowledge what's happening

- Where do you find your business?

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Level Zero: Doors Closed

Your checklist

- First – Take care of yourself and your family

- Apply for SBA PPP loans, if possible

- Repurpose extra stock (CSA, cocktail and activity kits, gift cards, pantry staples)

- Determine what you need to take and fulfill orders

- Can you do delivery? (Link to Insurance Site)

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Level 1: Closed Doors, Open Curbs

Your Checklist

- Orders over the phone

- Have an online ordering solution

- Strive for seamless takeout

  - Table for contactless pickups

  - Signage

  - Curbside pickup

  - Contactless/signature-free payment

- Tell customers what you're offering

  - Use social media, website, signage

Don't forget about sales tax

- Temporarily closed businesses must still file. Know what your state requires.

YOUR SAFETY IS OUR MAIN CONCERN

ALL HANDS are washed thoroughly thanks to industry-leading policy.

YOUR PIZZA leaves our 400° degree oven, slides hands-free into the box, and heads straight to your home.

OUR PRIORITY is getting your pizza to you however you want it: delivery, carryout or curbside pickup. **WANT IT TO BE CONTACTLESS?** Just let us know when you order!

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Keep it safe; keep it simple

Keep it safe:
Many people are still hesitant to order food from restaurants for fear that it's less safe than buying food in grocery stores. With the right messaging, you can set their minds at ease.

Let your customers know that your number one concern is their safety, as well as that of your employees. Assure them you're going above and beyond your regular sanitation efforts. Highlight this information on your website and other platforms.

Keep it simple:
Focus on menu items that are portable and profitable.
● Eliminate menu items that don't travel well.

- Consider featuring easy-to-package family dinners, or meal kits, and refresh these items regularly so you can reach out with the news via email and social channels.


Include messaging like this, prominently in your restaurant, on your website and in all other communications.

- Don't forget beverages. They're often the most profitable part of your menu and require the least labor. A gallon of your signature strawberry lemonade or a bottle of flavored sparkling water-may be just what your guests need to quench their thirst. In addition, many states have relaxed their alcohol laws, so if it's legal in your state, consider pairing meals with a bottle of wine, premixed cocktails, or a six-pack of beer.

Restaurant Checklist

- Take payments over the phone via Virtual Terminal

- Take orders online via Clover Online Ordering and The Ordering App

- Manage third-party delivery apps through Clover aggregators (OrderOut, Chowly and so on)

- Think about doing your own delivery
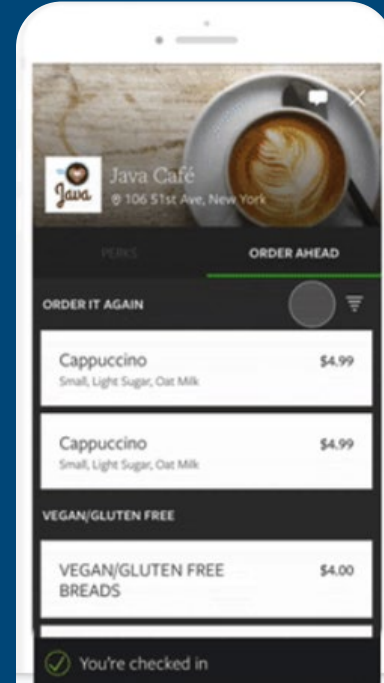
Google, Yelp, and other directory listings

Your guests will frequently discover you through Yelp, Google, and other directory listings even before they find your website. Consumers rely on these listings to inform them who is open, who is offering takeout, online ordering, curbside delivery and more. It's now more critical than ever to make sure your business information pulled into these lists is accurate and up to date. You want to make it easy for people to order from you.

- Keep your hours of operation updated.
- Make sure that your phone number and address are correct.
- Indicate that you are offering online ordering and include a link to your online ordering menu.
- Note that on Yelp, you can update additional information, including the type of food you offer, type of payment accepted, and more.

While Google and Yelp are the most popular directory listings, other listings that you should claim and update include:
- Tripadvisor
- Foursquare
- OpenTable

Yelp allows you to update your page with specific COVID-19 information, so you can put your online ordering menu front and center.

Pro tip: Updating your restaurant information on all directory sites will increase your optimization overall, making it well worth the extra effort
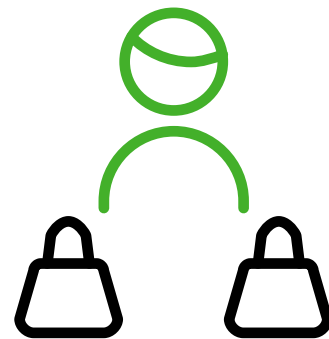
Level 2

- Level 2: Curbside and In-Store Pickups

Make it safe for employees and customers

Signage

Tape on the ground

Contactless ordering
and pickup

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The power of great signage

Make your restaurant stand out… side

Signage outside your restaurant can build awareness that you offer online ordering to potential customers who pass by. Make your messaging memorable, and make it **BIG**. Consider including photos of your special dishes and decorating the front of your restaurant with flowers, balloons, or merchandise with bottles of wine, condiments and other items you have for sale, so people will know that you're open. And, don't forget to include your website and QR code to direct guests to your online ordering menu!
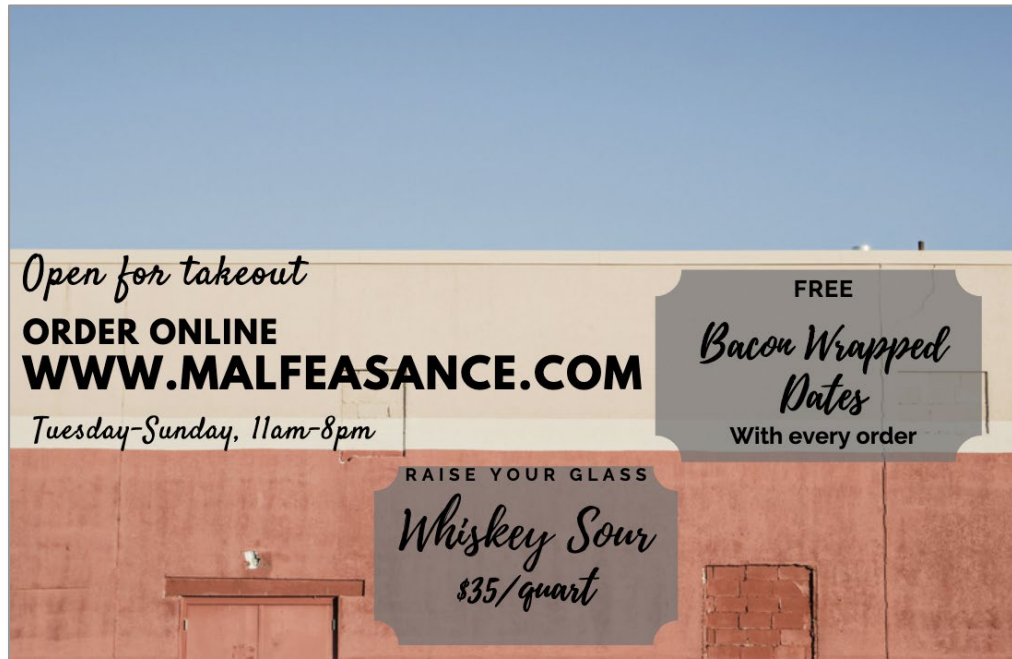
Make it big. Your building is a great canvas for letting your community know that they can order online.

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The power of great signage

Make your restaurant stand out inside, too
Build awareness with a simple easel-back card at your counter that lets guests know they can place their next order online.

Take-out flyer: Include a flyer with all your take-out meals thanking guests for their business and reminding them they can order online. Entice them with special online-only offers.

The most effective marketing is still word-of-mouth. Ask your staff to let guests know they can order their next meal online.

Thank you for your order!

Online ordering is available. Check out our online menu on our website or use this QR Code

www.Malfeasance.com

Open Daily 11:30am-8pm
CONTACTLESS CURBSIDE PICKUP AVAILABLE
Please call when you arrive, identify your vehicle
We'll deliver to your car
408-555-1212

All online orders will receive complimentary
bacon wrapped dates. Offer good through 9/1/20

Malfeasance

Include a flyer like this one with every take-out order so that your guests know you offer online ordering.
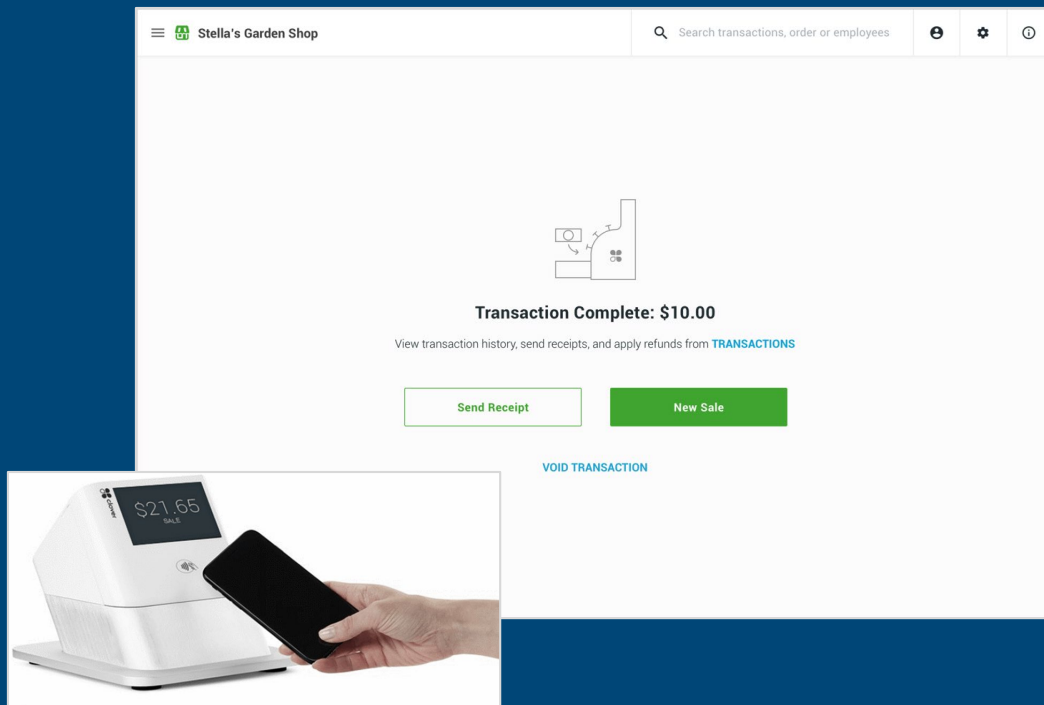
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Social distancing point-of-sale

Contactless payments

Set up No-Signature

Clean the point-of-sale device

Use Virtual Terminal or Phone Sale app

Stella's Garden Shop

Search transactions, order or employees

Transaction Complete: $10.00

View transaction history, send receipts, and apply refunds from TRANSACTIONS

Send Receipt

New Sale

VOID TRANSACTION

$21.65
SALE

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Level Two: Doors open to a new normal

Life will be different

- People will be nervous

- Meet their concerns with knowledge and empathy

- Acknowledge the challenges and safeguards in place

  - Use signs

  - Use Customer Engagement Apps

  - Post on social media

- Explain what is being done

  - New sanitary procedures

  - Re-training

  - Stop accepting cash if possible

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What if there's another wave?

- Remember what worked the first time

- Hope for the best – but be prepared

Useful Links

Setup Non Signature	Device Cleaning	Virtual Terminal for Existing Merchants
clover.com/help/set-payment-settings/?device=6bPIjSaxAQUg2eYAm6Kuiw#set-up-signature-settings	clover.com/help/clean-my-clover-device/?device=6bPIjSaxAQUg2eYAm6Kuiw	clover.com/pos-systems/virtual-terminal-existing-merchants

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Restaurants

Category	Use Case	Solution	Additional Information	Pricing	Contact Information
Online and delivery ordering	• Serve customers outside, when you can't have them inside your dinning rooms • Let customers know you're serving by auto-sending emails that contain link to ordering site and app	• Clover Online Ordering	• Targets merchants existing customer base, makes ordering easy • Consumers order through Clover app or merchant's Clover Online Ordering site • For all restaurant merchants (no Payments Plus or Reg. Lite) • Restaurants MCC merchants (5812,5813,5814)	• Free to access • Transactions charged at a card-not-present rate	• Support contact info listed in "More Options" in dashboard after merchant sign up • OnlineOrder@clover.com
Online and delivery ordering	• Give customers two ways to order • Your website • The Ordering.app – now part of Google • All orders processed through Clover POS system	• The Ordering App	• Tap into Google's base of users and brings new customers to your business • Merchants discovered by customers as they search Google/Google Maps • Order ahead for curbside pickup	• Free until July 1 • After July 1 costs 1.5% of total order + processing fees (CNP rates)	• TOA contact info listed in "More Options" in dashboard after merchant sign up • help@ordering.app

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Restaurants

Category	Use Case	Solution	Additional Information	Pricing	Contact Information
Pickup and delivery ordering	• Securely accept payments over the phone for pick-up and delivery orders	• Clover Virtual Terminal	• Available to all Clover merchants through the Clover Dashboard	• Free to access • Transactions charged at a card-not-present rate	• Clover Support
Online and delivery ordering	• Has existing third-party online ordering solutions (that is, GrubHub) and needs to aggregate orders into Clover	• Chowly		• $79 per month	• support@chowlyinc.com
Online and delivery ordering	• Wants to create a website for online ordering or add online ordering to existing website	• Menufy		• Free 30-days • $0 set up • $1.50 fee per order that the merchant can pay or add to the customer's order	• support@menufy.com
Social distancing	• Wants to convert their Clover POS into a self-service kiosk to minimize physical contact between employees and customers	• OrderKiosk from Abreeze		• Orders – $9.99 per month • Orders and Payments – $19.99 per month	• help+orderkiosk@abreezetech.com

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Engage with customers

Category	Use Case	Solution	Additional Information	Pricing	Contact Information
Engage with current customers	• Needs to connect with existing customer base remotely	• Clover Customer Management	Rewards, Promo, Customers and Feedback apps are already on the merchant's Clover Dashboard. • They can start using it right away • Communicate new hours of operation, temporary closures • Explain how customers can support you through texting feature in CE	Texting feature is a part of the Promo app: • $0.10 per send, first three sends are free • Get unlimited texts for $99 per month through Plus subscription	• Clover Support
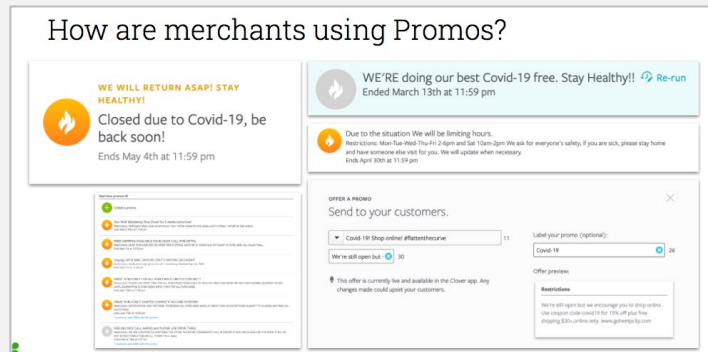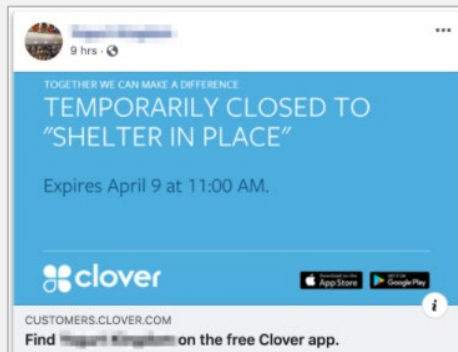
Links to more useful resources

Davos Tax Resources	CSI Works	Clover Blog	Curbside Pick Up with Appolva Mobile Order Ahead app	How restaurants can succeed in adversity
davosalestax.com/category/covid-19/	csiworks.net/covid-19-company-policy/	blog.clover.com/crisis-support/	youtu.be/c_4ld75gDUA	davosalestax.com/a_restaurant_successfully_reopens_after_911/

clover
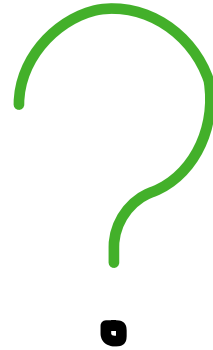
Curbside Experience Example

"Curbside pickup. It's great. I did it yesterday for the first time for Nichol's birthday. You order online, you are given a specific drive up time, ordering includes giving your car description, you drive up to the restaurant and get in a special line, you call a special number to let them know you are in line, you put your order number on your windshield under your wiper blade, your trunk is open, they walk up to your car and confirm car description and order number, they place your food in your trunk, and you drive off. Zero person-to-person interaction. No words exchanged. They have very strict rules. Your trunk must be open or they won't even come up to your car. They do not want you to get out of your car and close your trunk, you do that a block away. Very smartly engineered. The employees are safe and so are the customers because there is zero interaction."