

OTTER GUIDES | HANDOFFS BY OTTER

# Increase order handoff speed and decrease in-store chaos with **Handoffs by Otter**

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<https://www.tryotter.com/handoffs>



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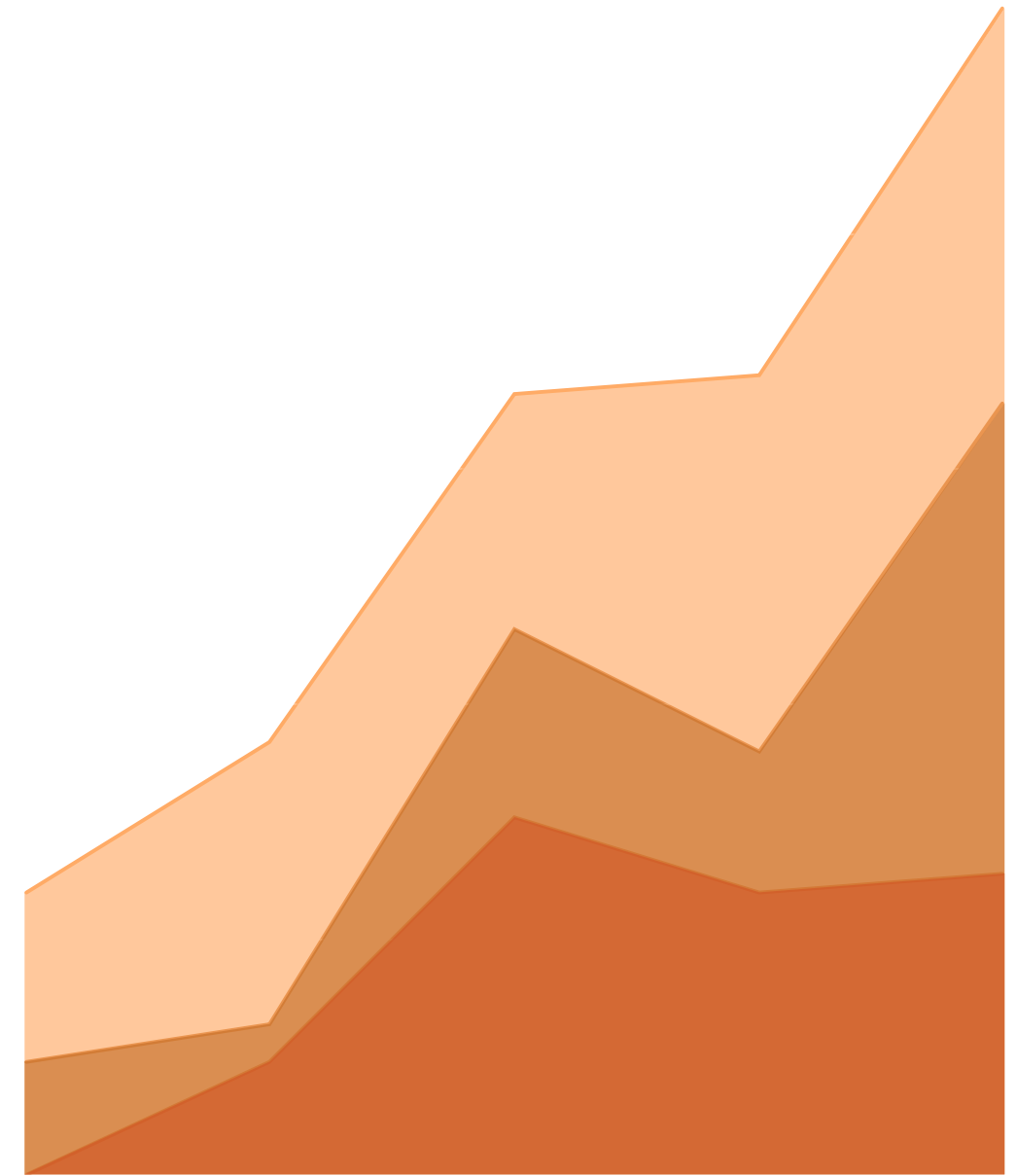
# The state of delivery

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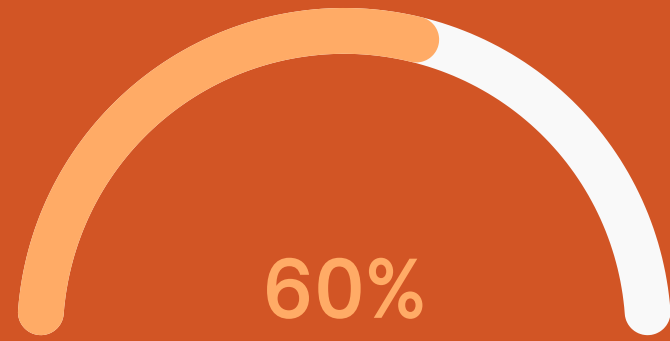
In the US, online food delivery is expected to reach \$28B by the end of 2021, growing at a 4.3% CAGR\*

\*Statista - Online Food Delivery



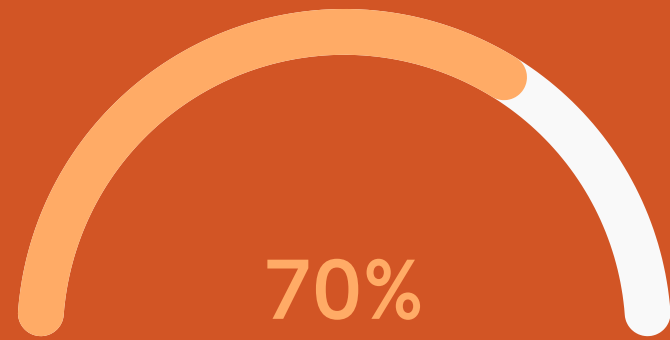
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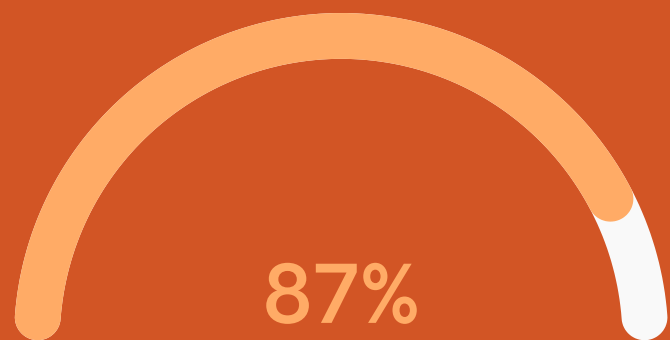
### **US restaurants increase sales through delivery**

Restaurant operators say that offering delivery has generated incremental sales.



### **Usage of delivery apps is skyrocketing**

The number of food delivery app users in the US has grown from 66m to 111m in the past 5 years.



### **Delivery makes lives easier**

The majority of US customers say they will keep using delivery apps in the future

# Let's look at some numbers.

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# Succeeding in delivery when on- premise returns

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# Many restaurants feel that the return of on-premise dining plus the growth of online food delivery could result in chaos.

"Having tons of drivers in our restaurant during COVID was really difficult for our staff to manage and at that point we were either completely closed for in-store dining or operating at a low capacity. I'm nervous for what it's going to be like when everything is back in full swing."

"We don't have a lot of square footage, so having drivers come in early and wait for an order makes our front-of-house chaotic."

"When my team is super busy during peak hours, sometimes drivers end up getting the wrong order. It's human error, it's bound to happen. But when dine in returns, I'm afraid it will only happen more often."

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The team at Otter is launching a new product to solve for these issues before you even have them.

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Otter's new solution delivers you value.

- Optimally manage customer and courier front-of-house traffic to **eliminate chaos**
- **Reduce order issues and mistakes**, ensuring the right order is given to the right person every time
- **Increase customer satisfaction** and protect your food quality by efficiently passing off delivery orders
- Seamlessly communicate across your kitchen, couriers, and customers with **order status and updates**



**As diners return to your restaurant, it's critical to ensure your delivery operations are set up in the most efficient way possible.**

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Simplifying your delivery operations will set your restaurant up to succeed when on-premise returns. Balancing the influx of delivery orders with in-store dining requires you to find a seamless solution that lets you manage the queue of delivery couriers, provide a convenient experience for takeout customers, keep your front-of-house in tip-top shape for dine-in customers, and build a streamlined order handoff process to avoid bottlenecks and limit staffing requirements.

Our best-in-class order processing technology provides brick and mortar restaurants, with a fast, efficient, and scalable solution for order processing.

**Handoffs by Otter** is available to all US Otter customers and will rollout globally soon to help facilitate an efficient order handoff process.

# Introducing Handoffs by Otter

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Think of **Handoffs by Otter** as a digital host who takes care of your online business.

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Handoffs by Otter includes:

## Handoff Management

Manage orders through their entire lifecycle from preparation to ready for pickup to handoff.

## Pickup Feed

Provide order status information and alert couriers & customers when their order is ready through our customer-facing display.

## Check-in App

Provide couriers and pickup customers with order status information and notify the kitchen upon arrival.

## Order Notifications

Manage the queue of couriers and pickup customers by automatically sending SMS-based notifications when orders become available for pickup.

# Here's how it works.



1. You receive an  
order on your  
Otter tablet



2. The driver receives a  
notification when their  
order is ready



3. They check-in,  
grab the order and  
go.

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# How you can get started with Handoffs by Otter.

## Step 1

Head to [this landing page](https://www.tryotter.com/handoffs) to request early access.

## Step 2

A customer success representative will reach out to you.

## Step 3

Based on your location and order volume, we will provide you with everything you need to get started.

The Otter logo, consisting of the word "otter" in a bold, dark blue, sans-serif font.

<https://www.tryotter.com/handoffs>

Sign up for early access today!

Head to  
[tryotter.com/handoffs](https://tryotter.com/handoffs)  
to request early access to  
**Handoffs by Otter** today.

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