

# Increase Safety + Revenue

Getting Started with  
Dine-In Mobile Ordering

A playbook by **OrderUp**



- Eliminate Printing Costs
- Increase Table Turns
- Improve Health & Safety
- Provide a Better Guest Experience

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# Introduction

OrderUp provides restaurants with the best dine-in digital ordering system at **NO COST**. A diner's phone is all that's needed to provide better hospitality and faster service, while increasing operational efficiency and revenue. **No app downloads, no hardware, no fees for restaurants... ever!**



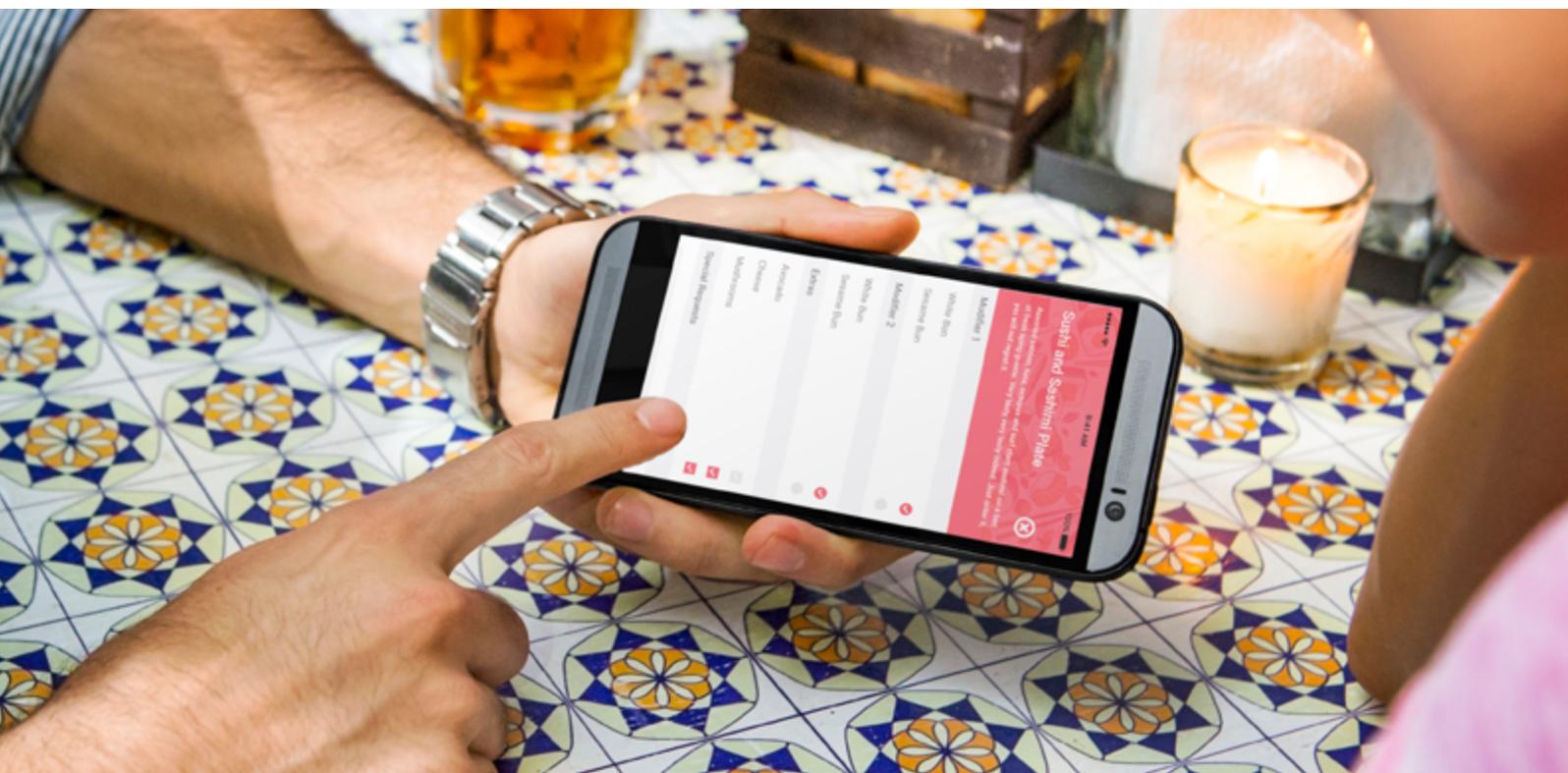
**Guests** securely enter contact tracing information so you don't have to (optional)



**Guests** order and pay for meals upfront, from their seats, on their phone.



**Restaurant operators** manage tables without physical menus or checks.



Digital menus can be accessed by guests using a tabletop QR code, so there's no need to type out a URL. Incoming orders appear for your staff in a real-time on the OrderUp kitchen display system (KDS), accessible from any device with internet access. Confirmed orders can be sent directly to chit printers, or the platform can be utilized completely digitally.

Dine-In Ordering boosts on-premise revenue by completely eliminating any wait time to order and pay. It also strengthens your restaurant's hospitality by allowing staff to eliminate menial tasks like dropping menus, bill splitting and running payment terminals. Staff can now spend more time focused on quality interactions with the guests and providing an exceptional hospitality experience.

# How does it work?



## What's Included?

- Full-service setup of your digital menu for ordering. All we need is a copy of your full menu!
- Encrypted contact tracing capabilities. Auto scrubbed database after 30-days.
- Paperless payment for all orders, replacing bills, card transfers, and receipts.
- A custom QR code, with your logo and branding. Print in house, or let us take care of it for you.
- A simple dashboard to monitor your incoming orders in real-time without any setup.
- Unlimited logins for any member of staff you want to have access to incoming orders.
- Real time customer service - we're here for you!

## What Should I Expect?

- Increased operational efficiencies with limited staff.
- Increased hospitality, as staff are able to spend more quality time with guests.
- Increased revenue (especially from alcohol sales) because guests no longer have to wait to flag a server to place an additional order.
- Higher guest cheque average by leveraging modifiers and add-ons to suggestively sell through the digital menu.
- Faster table turns because diners don't need to wait to order or pay.
- More repeat customers because of the seamless, low-contact dining experience.

For any questions, you can email us at [partners@orderup.ai](mailto:partners@orderup.ai)



**“OrderUp represents  
the future of dining.”**

**Perrin Dennis**, Service Manager,  
Northern Maverick Brewing Company

# Getting Set Up

Dine-In Ordering will take orders for you, as soon as each table is ready. It will also collect payment without any wait for a waiter, check, or receipt. But communication is key to your success. Let's first focus on communicating with your guests, and then your staff.

## Placing Your Tabletop Stickers/Signs

To get started with Dine-In Ordering, you will have received a few items from our team:

- **Your Merchant account details**, sent to you by OrderUp
- **Tabletop signs** or stickers with your restaurant's brand and a QR code that goes to your menu
- A dedicated tablet (use your own or purchase from OrderUp) configured to be used as your KDS.
- Chit printers (optional) if you'd like to send order receipts to the kitchen or bar

Table top QR codes can be programmed to be locked to individual tables. Or you can request a universal QR code where you'll write the table number in by hand. Incoming orders will be listed on the Kitchen Display System (KDS) as part of a real-time order feed. If your restaurant does not have a built-in system for table numbers, create them now and provide the full list to your account representative.



## Reviewing Your Menu

Once you've received your unique OrderUp URL and QR code, review your menus carefully to ensure everything appears as expected. To update your menus, simply login to your **MenuBuilder** merchant portal to manually adjust with just a few clicks.

▶ [Learn how to update menus using your MenuBuilder](#)

[Watch Video](#)

### Pro Tip

Use item modifiers to upsell items. For example: you can add your most popular cocktail or wine pairing as a paid modifier with an entree.

## Steps of Service

Dine-in Ordering cultivates an environment of service where interactions are deliberate and meaningful between your staff and guests. Below are some tips we recommend to set correct expectations with guests as you get started.



### Adjust your Inventory

One of the most commonly stated diner frustrations is ordering an item that's out of stock. Double check that menus are up to date before service, and adjust as needed – add specials and highlight the items you need to sell fast.

If an item sells out during service, you can access your **Merchant Portal** to easily 86 a dish, and eliminate diner disappointment before it happens!

### Greeting the Guest

Whether you're only doing reservations or first come, first serve on the patio -- the first interaction with the guest as they enter your establishment is a great time to set expectations about how to use the dine-in mobile ordering system. We recommend signage at the front of your restaurant, as well as a personal welcome from a host(ess) or server to let guests know:

- To scan the QR code with a cell phone camera
- Securely enter contact tracing details
- To enter their table number from their tabletop sign
- To easily order items once they are ready, they can add additional items anytime they like throughout the meal
- To flag down the server if they have any additional questions

### Eyes on the Floor

The invisible hand of hospitality is always at play. With Dine-in Ordering, you'll need fewer touches at your table but your servers or food runners should remain present and keep their eyes on their section.

**Note:** If your restaurant typically courses out your meals, servers should be trained on monitoring incoming orders and how to time firing individual items or courses to the kitchen from the KDS, and how to course them out accordingly. Have your host or server suggest adding drinks and apps at the same time. Regardless of who places the order, diners at the same table can split the bill in any way they choose.

# Checklist for Going Live with OrderUp

Complete the steps below to ensure you and your staff are set to welcome your guests with exceptional service

## Operations

- Table top QR signage or stickers ordered/printed.  
(Contact your account representative for preferred printing rates)
- Table numbers added to tabletop signage or stickers.
- Order tabletop holders if you need them.
- Stickers affixed to tables, or signs placed in holders at each table.
- Login to Merchant backend & watch **MenuBuilder training video** sent by your account representative
- Complete virtual or on-site Onboarding Session with your Customer Success Manager. Make sure your tablet & chit printer are working as expected.
- Register for our bi-weekly Dine-In Platform Training Webinar  
(LINK: [https://us06web.zoom.us/webinar/register/WN\\_vrwCTFsxRxCLVm5gAgw\\_TA](https://us06web.zoom.us/webinar/register/WN_vrwCTFsxRxCLVm5gAgw_TA) )

## Staff

- Staff members are trained on new steps of service  
(Our customer success team would be happy to lead a training with your team & answer any questions)
- Mock service complete

## OrderUp Settings

- Dine-in menu complete with items, pictures, pricing

**Our team is here to support with any of the following changes:**

- Menu hours set (Menus > Menu Type > Availability)
- Batch menu & photo uploads for new menus

## Communication

- Signage added to entrance about contactless dining
- Website updated to communicate contactless dining
- Notify your diners through email newsletter & social media announcing you're now using contactless dining to improve their safety

## Greet your guests at the table with the following messaging

- ▶ Open your phone camera and point it at the **QR code** to view our menu
- ▶ Enter your name and table number (if using **Order & Pay**)
- ▶ Enter contact tracing details (optional if enabled)
- ▶ You may order items directly from the menu as soon as you are ready  
(We are always here to assist with any questions about the menu)
- ▶ When you're finished your meal you can pay securely right from the **Pay** tab (including bill splitting)



# Determining the Right Workflow

There are two options in terms of service and technology for getting incoming orders from diners to your kitchen:



Each server monitors for orders from their tables.

## Service

- Each server is always aware of their table's needs & orders.
- Ideal for lower-volume restaurants where higher-touch hospitality is important.
- Utilizes existing tablet or laptop; internet access and a web browser is the only requirement.

## Technology

### Chit Printers

Connect a your OrderUp system to a chit printer. Orders confirmed on the KDS will be sent to the appropriate printer to be prepared.



Dedicated expediter monitors incoming orders for all tables (often along with pickup/delivery).

## Service

- Centralizes responsibility of inputting orders.
- Leverages existing workflow for pickup / delivery.
- Reduces the need for servers to check devices.
- Utilizes an existing tablet or laptop; internet access and a web browser is the only requirement.

## Technology

### Fully Digital KDS

You can operate by simply using your digital KDS, however it will require orders to be input manually into your house POS.



With both options, **servers spend 0 minutes** checking to see if guests are ready to order or pay and **guests spend 0 minutes** between knowing what they want and ordering.

**Faster service > Faster table turns per shift > More orders per table > More revenue with less seating capacity**

## Addressing Server Concerns

It's important that you position Dine-In Ordering properly to your servers.

This is a tool to help them work faster to serve more tables, increasing their total tips per shift.

Below are server misconceptions your staff may have, and how to respond to them.



### Server Misconception:

**“This is taking my job away from me.”**

### Reality:

**“This is a helping hand, not a replacement.”**

Dine-In Ordering gives you time back to check on guest sentiment and become the connoisseur of your menu. Guests, for their part, are empowered to order and pay without a wait, as soon as they have intent. It's a win-win. It also improves health and safety, reduces conversation in face masks, and automates contact tracing by collecting contact information for each party automatically.

### Server Misconception:

**“This is going to impact my tips.”**

### Reality:

**“We actually see a higher average tip percentage.**

**Faster Service + Less Mistakes = 20% average tip amount”**

You still get to choose the default suggested tip amount that your guests see upon checkout; we see that tips have generally increased by enabling Dine-In Ordering.

### Server Misconception:

**“Technology ruins the guest experience.”**

### Reality:

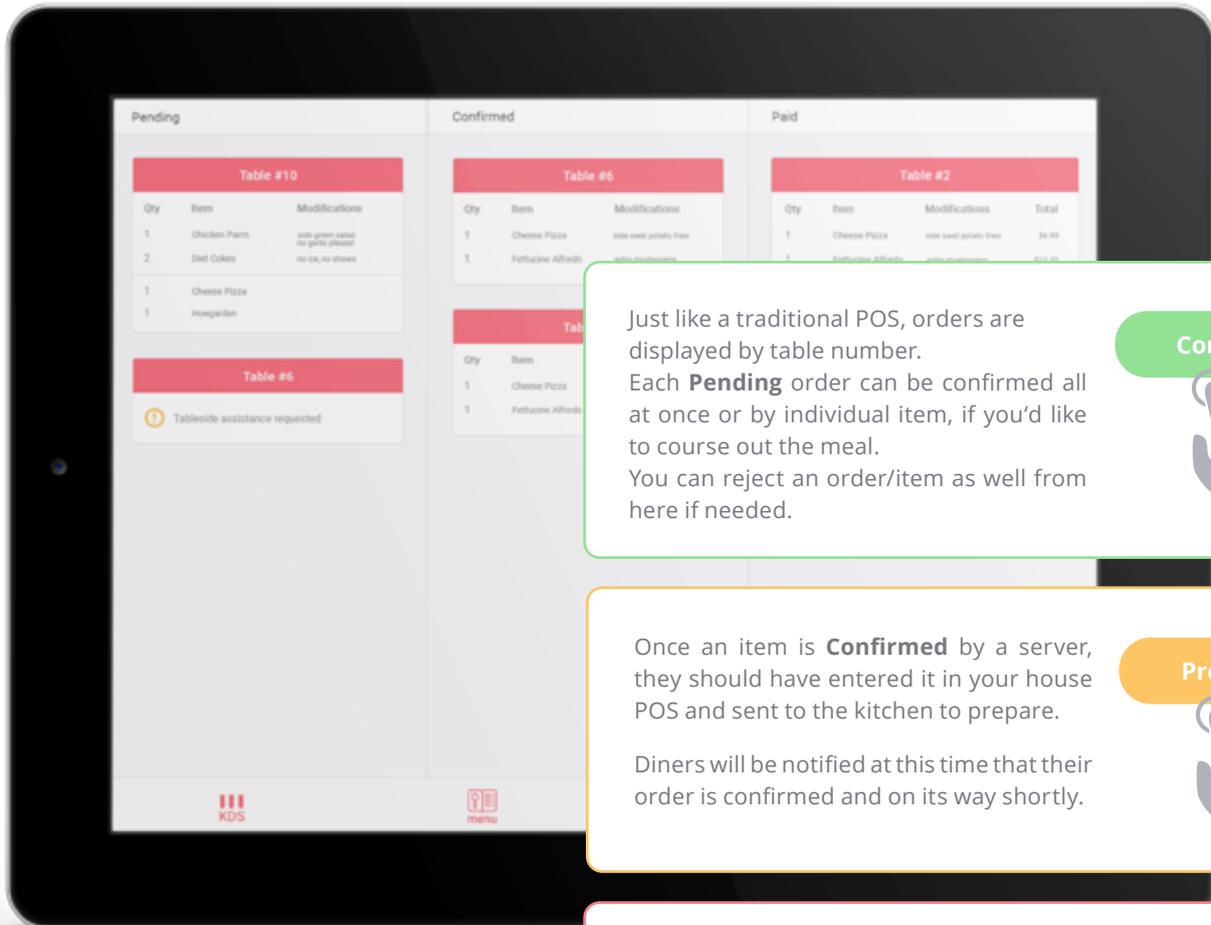
**“Dine-In Ordering complements the guest experience.”**

Dine-In Ordering is meant to enhance the guest experience, not replace servers. Your servers can still drop by to say hello, telling diners how to view the menu and order. They can also advise on menu recommendations, becoming the sommeliers of each meal for their tables.

# Managing orders in the KDS

The OrderUp KDS is a simple snapshot of all of your **PENDING**, **CONFIRMED**, and **PAID** orders.

The KDS updates in real-time, so nothing is ever missed! Modifiers and allergies are clearly labelled as well. Most importantly, nothing is sent to the kitchen without your approval.



Just like a traditional POS, orders are displayed by table number. Each **Pending** order can be confirmed all at once or by individual item, if you'd like to course out the meal. You can reject an order/item as well from here if needed.

Confirm



Once an item is **Confirmed** by a server, they should have entered it in your house POS and sent to the kitchen to prepare.

Prepare

Diners will be notified at this time that their order is confirmed and on its way shortly.



Once a diner has paid for their order it is automatically moved into the **Paid** column. Partially paid tabs show up in ORANGE, and a fully paid order is GREEN.

If for some reason an unpaid order has been cancelled by a server before payment is made, it will show in RED.

When a table is all paid up, click the **Close Order** button. The ticket will now turn WHITE and that will indicate that the table is ready to be flipped. The next guest that scans the QR code will now be on a new order number.

Close Order



\*Note: It is VERY important to make sure that all guests have paid in full before closing a table or you will lock out a guest from completing their payment.

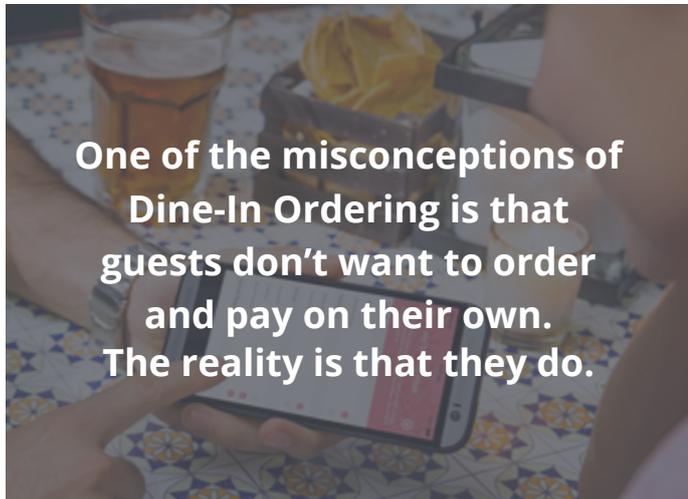
## Q: What if a guest accidentally closes their order, loses their browser session or their phone dies?

On the table ticket in the KDS, click the 3 dots next to guest name > click **Get Session Code**. Note code. Ask guest to scan QR again, scroll to bottom of login page and click **Resume Order in Progress** and enter the code provided.

## Q: What if a guest doesn't have a credit card to pay or wants to pay by cash?

On the table ticket in the KDS, click the 3 dots next to guest name > click **Pay Cash External**. Collect the payment for their order with your preferred external payment method. This action will close the guest's order and cannot be undone.

## FAQs for Guests



**One of the misconceptions of Dine-In Ordering is that guests don't want to order and pay on their own. The reality is that they do.**

### Here's Why:

- It's faster and safer.
- It removes the need to wait for a server.
- It puts the guest in control of ordering and paying.
- It reduces order mistakes by streamlining the line of communication to your kitchen.

### How do I use the QR code?

Open your camera app on your phone and hold your camera over the code as though you were going to take a picture. Your camera will detect the code automatically (no need to take an actual picture) and surface a notification at the top of the screen. If you tap the notification, you will be taken to the dine-in ordering menu where you can place your order and pay.

### Why is this new system being used?

Contactless ordering helps us to reduce our COVID-19 risk on behalf of guests and staff. It also helps us to operate more efficiently given reduced seating capacity and staffing.

### Why do I have to enter contact tracing details?

In some regions contact tracing is government mandated for all dine-in guests in the off chance there is a COVID safety concern. Your information is stored in a secure, encrypted server. We only have access to the data in the event of a safety concern, your guest data is automatically deleted after 30-days.

### What if I want to add to my order later?

You can easily do this from the same phone. Instead of waiting for a server, add to your tab as you wish, and order as many times as you'd like during your meal.

### Do I have to pay before I receive my meal?

Nope! (but you can if you want). When you're ready to check out, simply navigate to the **Pay** screen and choose your preferred payment method. Bill splitting is also super easy among your table mates.

### Why do the diners pay a service charge to use OrderUp?

Our primary mission at OrderUp is to maintain a completely **FREE** platform for our restaurant partners. We polled hundreds of diners and restaurants and learned that a small service fee was non-issue when considering systems like ours helps restaurants to provide a faster and safer dining experience for them.

# Congrats!

You've finished the playbook. By now you should feel more confident with getting your guests and your staff using **contactless ordering and payment**.

## Contact Us

We're always here to chat!  
Looking for a demo? Have more questions?  
[partners@orderup.ai](mailto:partners@orderup.ai)

### Remember:

- If you're dealing with **reduced seating capacity** and fewer staff, this tool is for you.
- Going digital means **replacing paper, reducing contact, and eliminating wait times**.
- Once acquainted with the tool, servers find it helps them be **more effective** at their job.
- Diners **crave immediacy** and wait times cause impatience. They enjoy the ability to easily order (and add follow-up add-ons) as soon as they know what they want, as well as paying without having to flag anyone down.

## We are here to support restaurants!

**FREE**  
for life

As industry members ourselves, we are proud to offer OrderUp at no cost to restaurants

## Pick the solution that fits the best for your operations:

**Contact Tracing & View Only**

Encrypted contact tracing software + a mobile friendly digital menu

**Order & Pay**

Includes the above + mobile ordering & payment functionality and KDS. A small convenience fee paid by the diner at checkout.

**Pay Upfront**

A great tool for online ordering & on-premise takeout. Zero commission ordering from website, social media or owned web properties. Quick Service and Fast Casual restaurants can utilize this order flow to eliminate lineups, operate more efficiently with less staff and increase basket size.