

## **Product Overview**

Introducing Scan & Order, a revolutionary digital platform that transforms the dining experience for both customers and restaurants. With Scan & Order, guests can seamlessly order their meals directly from their tables using a QR code. This innovative solution eliminates the need for waiters, streamlines order processing, and enhances customer satisfaction.

## **Key Features**

- **Tableside Ordering:** Guests simply scan the QR code on their table to access the Scan & Order menu, browse the offerings, and place their orders with ease.
- **Seamless Integration with Restaurant POS:** Scan & Order seamlessly integrates with your existing restaurant POS system, ensuring that orders are accurately reflected on the kitchen display and tracked for efficient order fulfillment.
- **Secure Online Payment:** Guests can conveniently pay for their orders using Scan & Order 's secure online payment gateway, eliminating the need for cash transactions.
- **QR Code Payment for Existing Bills:** Guests can simply scan the QR code on their table to pay for their meal, eliminating the need to wait for a waiter to collect payment.
- **Fastfood Kiosk Mode:** Scan & Order provides a dedicated fastfood kiosk mode, allowing restaurants to offer a quick and efficient ordering experience for fast-paced meals.
- **Hotel Room service:** Hotel guests can easily order room service from their smartphones using Scan & Order, providing a convenient and contactless dining experience.

## **Benefits for Restaurants**

- **Improved Customer Experience:** Scan & Order enhances the customer experience by providing a more convenient and personalized ordering process.
- **Reduced Labor Costs:** By eliminating the need for waiters to take orders, Scan & Order can significantly reduce labor costs, leading to increased profitability.
- **Increased Order Accuracy:** Scan & Order 's digital ordering system minimizes order errors, ensuring that customers receive the meals they ordered.
- **Enhanced Table Turnover:** Scan & Order can accelerate table turnover rates, allowing restaurants to serve more customers per day.
- **Data-Driven Insights:** Scan & Order provide valuable data insights into customer preferences and purchasing behavior, enabling restaurants to make informed business decisions.

## Benefits for Guests

- Convenient Ordering: Guests can easily order their meals from their table without having to wait for waiters.
- Contactless Ordering: Scan & Order promotes a contactless dining experience, reducing the spread of germs and enhancing safety.
- Personalized Recommendations: Scan & Order can provide personalized food recommendations based on a guest's past orders and preferences.
- Quick Payment: Guests can seamlessly pay for their orders using secure online payment methods.
- Enhanced Loyalty Programs: Scan & Order can integrate with loyalty programs to reward repeat customers and encourage repeat visits.

## Target Market

Scan & Order is ideal for a wide range of restaurants, including:

- Independent Restaurants: Streamline operations and enhance customer experience for small and independent restaurants.
- Chain Restaurants: Centralize ordering and payment processing for large chains, ensuring consistent standards across locations.
- Fastfood Chains: Offer a more convenient and efficient ordering experience for fast-paced dining environments.
- Hotels and Resorts: Cater to hotel guests with contactless room service ordering and payment options.
- Cafes and Bars: Provide a more engaging and interactive dining experience for café and bar patrons.

## Pricing

Scan & Order offers flexible pricing plans to cater to the diverse needs of restaurants of all sizes. Our tiered pricing structure provides access to a comprehensive suite of features, ensuring that restaurants only pay for the level of functionality they require.

## Product functionalities

<b>Site personalization</b>	
filter payments per location and order type	you can set rules for payment methods to be hidden for specific locations and order types
multibrand	multiple brands available on the same site, customers can order from different restaurants in the same cart
dine-in - order from the table by scanning the QR	order from the table by scanning a QR code, multiple guests can order in the same cart
continuous scrolling catalog	continuous scrolling allows you to jump to the next category without using the navigation on top.
cookie bot	insert cookie bot unique id (in CMS) to get cookie consent dialog from Cookiebot
4 ways to display items	list, simple or extended card with picture, large picture card
profiles	use profiles to change the behavior and/or appearance based on the RVC
different behavior in the restaurant, kiosk mode, or hotel room service	can be used to order from a table in a restaurant, from a room in a hotel, or as a personal kiosk mode
<b>Items</b>	
simple items with pictures, descriptions, and weight	simple items that require no configuration. on click, the item will be added to the cart
configurable items with mandatory and optional modifiers	items that require configuration, choose different options from one or more sections (mandatory - one choice from many, optional - any choices from many)
combo menus, one choice at every step	menus that require configuration, few or many steps, multiple choices at each step, choose one item at each step. Menus can have a price, items can be free or have an additional price
buy one get one free offer type (BOGO)	buy one get one free - menu type where all groups include the same items
pizza configurator	pizza configurator allows to setup sizes, crust types, toppings
pizza half&half configurator	half and half pizza
picture gallery	see multiple images of the same item
change pizza picture for each size-crust	poza unei pizza se modifica in functie de alegerea combinatiei de marime si blat
additives, ingredients, and allergens per item	see the allergens for each item and an icon on the card as a reference that this item has some allergens
nutritional info per item	nutritional declaration available on each item
promo price (strikethrough) on the item's card	on the item card, see a strikethrough price (the base price) and the real (promotional) price on the button

different price per location	the same item can have a different price depending on the location that is delivered to the customer's address
different price per city	the same item can have a different price for each city
unavailable items if kitchen stock=0	items marked in KDS with stock=0 appear as unavailable on the website
labels per item (New, Promo, Recommended, etc.)	set up stemples on the item's card like New, Promo, Recommended, Seasonal, etc.
veggie or hot items icons	veggie and spicy items are signaled with a representative icon in front of the name
<b>User account</b>	
create account	create an account to remember addresses and cards, get loyalty benefits
Facebook login	Facebook login makes it easy to use your email and phone from your Facebook account
Google login	easy login with your Google account
save my addresses	save frequent addresses in your user account to simplify next orderings
save payment cards (tokens) depending on the payment processor	save payment cards (tokens) to simplify the payment process (depending on whether the payment processor supports token payments)
orders history	see the history of orders
feedback from orders in history	you can leave a feedback based on your order
promote Login/Register before payment	ask guests to log in/register before moving to payment
<b>Loyalty</b>	
points accumulation	a registered user can have a loyalty program allowing for point accumulation
points redeem (full order payment)	a registered user with an active loyalty program can use his accumulated points to fully pay for an order
points redeem (partial order payment)	a registered user with an active loyalty program can use his accumulated points to partially pay for an order
View loyalty points in my account	see your accumulated points in your account
view loyalty points about to expire	see the points about to expire in the next 30 days
show QR code	show loyalty card QR code, so that the waiter can scan it to identify the customer in the restaurant
<b>Ordering</b>	
single ordering or dine-in experience	order and pay mode or multiple orders and pay at the end
pay only for me, for the entire table, or choose bills	at payment, the user can choose to pay his bill, the entire table, or select only a few
recalculate automatic discount based on final payment value	the more you pay the bigger the discount (if the automatic discount is active)
automatic service charge/taxes	percent or fixed value charges added to the bill
pay or order	ask the user what to do: order or pay directly

language identification	identify browser language and match it with the site's available languages
dark mode	dedicated designed dark mode for user preference
feedback	feedback after payment
<b>Upsell and benefits</b>	
upsell / items recommended based on the cart content	based on all items added and the setup rules, customers' other items recommended in the cart
upsell / item recommended on Add to cart	based on the item just added to the cart, customers get other recommended item
combo upsell/recommend missing items to create a combo	if all but one item from a menu /combo are added to the cart, the customer gets an upsell proposal to add the last item and transform all to a menu to get a better deal
combo recognition / propose combo with items from the cart	when all the items from a combo are added to the cart, customers get a proposal to convert all to a menu to get a better deal
vouchers % or value	user vouchers coded or vouchers attached to a registered user account to get a % or a value discount
vouchers for free items	user vouchers coded or vouchers attached to a registered user account to get a free item
automatic discounts per tears	get progressive discounts as your cart value increases
<b>Integrations</b>	
Google Analytics	
Google Tag Manager	
Google AdWords	
Google AW Conversion	
Facebook pixel	
Cookiebot	get the cookie consent from Cookiebot
tracking code management	module to manage custom tracking code events to integrate with any 3rd party software

## Deployment

Setting up Scan & Order is straightforward. Our cloud-based platform eliminates the need for installation or configuration, allowing restaurants to get started quickly and seamlessly integrate the platform into their existing operations.

## Technical requirements

Runs in browsers e.g. Chrome, Edge, Firefox, Safari on mobile phones.

## **Configuration requirements**

- Product catalog – all item’s content: categories, pictures, description, pricing, weight, allergens, ingredients and additives, nutritional declaration
- Offers
- Site content
- Site behavior
- Customer’s email notifications
- Online payment
- Multilanguage
- Design elements (logo, colors, fonts)

During implementation, you will have our full support for design and configuration.

## **Support**

Our dedicated customer support team is always available to assist restaurants with any questions or concerns, ensuring a smooth onboarding and ongoing support throughout their Scan & Order journey.

## **Call to Action**

Elevate your restaurant's service and customer experience with Scan & Order, the revolutionary digital ordering platform that streamlines operations, enhances guest satisfaction, and drives business growth. Contact us today to schedule a personalized demo and discover how Scan & Order can transform your restaurant into a digital dining destination.

Want more information about the full range of Breeze Suite products?