



More Profitable Delivery: A 30-Day Plan



As household food spending continues to lean heavily toward restaurants, delivery is becoming increasingly important to many operators. Follow this 30-day plan to improve your service, increase sales, and ultimately increase your profits.

You'll be busier at the beginning of this program. As you progress, you'll move to maintenance mode where you'll be focused on monitoring your new processes.

As you work through this program, you may have questions. The SpeedLine sales team is here to help you, even if you're not a SpeedLine customer. Feel free to call us at 1-888-400-9185 with your questions. We'll provide you with the answers you need or point you in the right direction.



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Day 1:

☐ **Critically review all online feedback about your restaurant.**

Audit all review sites and record the current ratings. Pay particular attention to any negative comments.

☐ **Assign reviews to a customer champion.**

Making a single person responsible for monitoring reviews and responding promptly can help improve ratings over time. The person you select should be one of your “stars” when it comes to customer service.

Day 2:

☐ **Review printed menus.**

Your menus should reflect your brand and entice customers to order new items. Look for these critical items on the menus you send out with deliveries:

- Phone number
- Website address
- Signature items
- Current specials
- Limited-time offers

☐ **Review in-store and outdoor signage.**

Ensure all of your signage indicates that you offer delivery. Display both your phone number and your website address inside and outside your location.

Day 3:

☐ **Review your website.**

Is delivery one of the first options a customer sees when visiting your site? Is your phone number clearly visible? Be sure that your site is just as appealing when viewed on a phone as it is on a computer.

☐ **Review anti-spam laws.**

In the United States and Canada, using email to market to customers is regulated by the CAN-SPAM Act (<https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>).

Day 4:

☐ **Select an email provider.**

There are many excellent providers of email marketing tools. Constant Contact, MailerLite, and MailChimp are good places to start.

☐ **Train phone order staff to ask for email addresses.**

Your customers will need a good reason to give you their email address. Train your team to collect an email address from every customer so you can send them offers and coupons.



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Day 5:

☐ Use codes on coupons to identify geography and distribution method.

Creating tracking codes for different geographic areas will allow you to track where your customers are coming from. This is particularly useful if you are doing bulk mail or flyer drops in specific areas. Using different tracking codes for in-store coupons included with orders or deliveries will help you understand the buying habits of your customers. Are they loyal customers taking advantage of a compelling offer, or new customers being influenced by coupons sent to their homes?

☐ Drive additional visits with coupons.

Create a weekday coupon aimed at driving weekday visits. For example:

- Tuesday Special: Any large specialty pizza for \$14.99

The second coupon should be aimed at customers who order on weekends. The goal is to drive a weekend visit. Consider an offer that increases your average order by including drinks and breads. For example:

- Sunday Football Combo: Cheese Bread, 2 Pizzas, 2L Drink. \$39.99

Including the savings in dollars (Save \$5) will help to establish the value of your offer.

Day 6:

☐ Develop a “limited time offer” menu item.

Creating a new item and offering it for a limited time can drive multiple visits if you create an item people crave. If you're stuck for ideas, reach out to the SpeedLine sales team for help at 1-888-400-9185.

☐ Review delivery packaging.

Your packaging should do more than just contain the food. It's an opportunity to build your brand and create a great customer experience. See “5 Restaurant Delivery Packaging Mistakes” on the SpeedLine Blog for help with creating your packaging (<https://info.speedlinesolutions.com/blog/restaurant-delivery-packaging-mistakes>).

Day 7:

☐ Track drivers.

If your point-of-sale does not have driver tracking, you'll need to do it manually. Set up and use a whiteboard with the following information:

- Driver Name
- In/Out
- Order #(s)
- Zone(s)
- Time out
- Expected Return Time

☐ Track order accuracy.

Begin tracking order accuracy daily for your delivery orders. Recovering from a delivery error is expensive and has a significant impact on customer loyalty. You may find it helpful to create a team reward for achieving an accuracy goal.



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Day 8:

☐ **Send one promotional email.**

Send an email with a delivery offer. If you need some ideas, reach out to the SpeedLine sales team at 1-888-400-9185.

☐ **Train one person to send out at least two emails per week.**

Delegating tasks like this to managers or key employees will give you back time. You'll want to carefully monitor their work, especially at the beginning.

Day 9:

☐ **Find a person to help with online advertising.**

If you're not using online advertising, begin looking for someone to help you get started. Speak with other businesses in your area. Ideally, that person will have worked with restaurants before. Be certain to get references from them and follow up. Explain that you'll be starting small and building as you see results.

☐ **Review your third-party orders.**

If you offer third-party delivery through services like DoorDash, Uber Eats, and Grubhub, take some time to look at the contents of those orders.

- Are they complete meals, or only main items like pizza or pasta?
- Are they larger or smaller than your typical orders?
- Are you including menus with every order?
- Are you giving those customers a reason to order directly from you next time?

Have third-party orders funnel into your POS to reduce demand on your front-line staff. Want to learn more? Call the SpeedLine sales team for help: 1-888-400-9185.

Day 10:

☐ **Create prep plans.**

Create detailed prep plans that are easily accessible to staff members. Step things up by using an interactive app including photos and videos to ensure your staff are making items to spec. This will ensure your team has enough ingredients for the day, improve customer expectations, and control waste.

☐ **Review your make tickets.**

Does your system help you increase your accuracy by clearly listing toppings and special instructions? Would you like to know how you can improve your make tickets to create accurate make tickets for orders going out the door? Do you need ideas? Call the SpeedLine sales team for help: 1-888-400-9185.

☐ **Create a promotion aimed at third-party orders.**

When a customer orders from a third party, the order belongs to the third party. Often, customers using these sites are new to your brand. It's up to you to convert them to your loyal customers, and that begins with getting them to order directly from you next time. Using what you learned on Day 9, create a coupon that you can include in every order. Here are a few ideas:

- Free delivery for orders over \$20
- Free breadsticks when you order online
- Add a dessert for \$1.99
- Save 10% on your next order



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Day 11:

☐ Create “Taking a Phone Order” training.

In the hospitality business, we often assume that everyone understands what good customer service is. Create a training guide and checklist that your customer-facing staff can use to improve their phone order skills. Be sure to include things like:

- Speak slowly and clearly when answering the phone
- Use your name
- If you have caller ID integrated with your POS, use it to demonstrate that you recognize the caller. This is an opportunity to make them feel valued
- Offer at least one add-on food item
- Offer drinks on every order
- Ask them if they need napkins, plates, or cutlery
- Repeat the order back to them
- Give them a total
- Tell them approximately when they can expect the food for delivery or pickup
- Thank them for the order

☐ Configure your POS to offer add-ons automatically.

Your POS should help you enforce the training you're providing to your team. Configure it so that it can help you drive more sales when people call in. If you don't have a system that accommodates this, call the SpeedLine sales team at 1-888-400-9185 to explore your options. You can often use your existing hardware, and get a system that fits your requirements.

Day 12:

☐ Get more reviews.

Think of ways that you can get more reviews from customers. Ask the person you assigned to monitor reviews for ideas. It may be as simple as asking your best customers to leave a review.

☐ Review your online ordering experience.

If you offer online ordering, begin by going through the experience as if you were a new customer.

- Is the experience smooth?
- Are you able to customize your options as easily as you would if you phoned the order in?
- Are the images on the site clear and appealing?
- Are you able to configure online ordering to offer add-ons automatically?
- Is the checkout process seamless?

Next, ask a few people you know to go through the same experience. Have them tell you what they're thinking as they work through the site. It's best if you choose people from different age groups and backgrounds.

☐ Identify two ways to improve your online ordering.

Contact your online ordering provider to see if they can improve the friction points you identified earlier. If you're struggling with creating a great user experience, contact the SpeedLine sales team to see if SpeedDine Online Ordering (www.speeddine.com) would fit your needs.



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Day 13:

☐ **Optimize your website for mobile.**

More than half of all web traffic comes from phones and tablets. If your website isn't optimized for mobile, you're creating friction for your customers. Test your website on three different phones and contact your website designer if you need to make changes to improve the mobile experience.

☐ **Train your team on taking orders.**

On Day 11, you created training for your customer-facing staff. Today you'll train them on the way you want orders taken. Use role-playing and practice, and be prepared to provide encouraging feedback as they learn.

Day 14:

☐ **Begin online advertising.**

On Day 9, you began looking for a person to help you with online advertising. Now, it's time to begin your online campaigns. Start with a low budget of \$25-50 per day, and monitor the results closely. By working with a professional, they'll be able to give you feedback on whether your results are typical, and provide ways to improve the return on your investment.

☐ **Create a customer resolution process and train your staff to resolve problems.**

Do your drivers know exactly what to do if an item is missing, or if a customer is unhappy? When a complaint comes in by phone, does your team know what to say to turn the situation around? By creating a clear process, you'll be able to resolve minor customer issues and prevent them from becoming a problem that impacts customer loyalty or company reputation.

Day 15:

☐ **Create delivery driver customer training.**

In the same way that you trained your team to take phone orders on Day 13, you'll create training so your drivers consistently give customers a great delivery experience. Here are some things to include in your training:

- Double-checking the order before leaving the store
- How to deal with delivery issues
- The importance of following special instructions such as "knock, don't ring doorbell"
- Greeting the customer
- Ensuring the customer is getting the correct order
- Letting the customer know about anything that has been added to the order as a bonus. For example: "We wanted to thank you for your order, so we included a 2L soft drink at no charge"
- Letting the customer know about promotions
- Thanking the customer for their order

☐ **Train your delivery drivers.**

Walk each of your drivers through your training. Explain not only "what" you want done, but also "why." By understanding your reasoning, they'll see a connection between the service they offer, the number of deliveries available, and their tips.



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Day 16:

☐ **Send a “Limited Time Menu Item” email.**

On Day 6, you created a Limited Time Offer menu item. By now you should have the inventory needed to launch the product. Send an email to your customers to kick-start sales and create an additional reason for them to order from you this week.

☐ **Follow up on projects.**

During the first few days of the plan, you started on several projects. Be sure to follow through on what you’ve started:

- Changes to printed menus
- Changes to signage
- Make ticket changes
- POS changes to forced modifiers

Day 17:

☐ **Follow up on operational processes.**

You’ve added several new processes. Being consistent with them will ingrain them as habits with your team. Here is what you need to follow up on:

- Customer reviews
- Use of the driver tracking whiteboard or POS functions to track drivers
- The email marketing program
- Email open rates
- Usage of coupons and promotions

☐ **Consider using SpeedLine MobilePay.**

Chargebacks are becoming more of a concern for restaurants that offer delivery. You can reduce your risk of chargebacks with a system that allows you to accept EMV credit card payments right at the door. Call the SpeedLine sales team for more information at 1-888-400-9185, or visit: <https://www.speedlinesolutions.com/speedline-mobilepay>.

Day 18:

☐ **Create a “new customer” program.**

Identifying new customers and making an effort to convert them to loyal repeat customers is one of the most important things you can do to grow your business. When a new delivery customer calls, consider giving them a free signature item or sample. All new customers should be clearly marked on the delivery slip, so that the driver is aware and can be more attentive to the delivery experience.

☐ **Train the team on your new customer program.**

Work with your team to help them understand the impact of new customers and the importance to the business. Walk them through the new customer program you’ve created, and monitor it closely to ensure it is being followed.



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Day 19:

☐ **Configure your POS to track past purchases.**

A POS with delivery features should help you track customer purchases. Ideally, you'll be able to see a history of customer purchases during the order process, so you can offer a previous item or identify VIP customers who have a high purchase total.

☐ **Create a Loyalty program to reward your best customers.**

Develop engaging, relevant rewards that recognize and delight your loyal customers. Small discounts, reduced rates on signature items, or free add-ons (like a drink or extra dip) show customers they are appreciated.

With a robust loyalty program, you can offer product rewards, discounts, or bankable points that encourage repeat engagement and purchases. An effective loyalty program can increase sales, grow your customer base, and build lasting relationships with your customers. Want to learn more? Call the SpeedLine sales team at 1-888-400-9185.

☐ **Train the team on your Loyalty program.**

Train your team to educate customers on your Loyalty program to further increase your repeat customer base.

Day 20:

☐ **Review previous recruiting: where did you get your best drivers?**

As your delivery business increases, you need to begin thinking about getting more drivers. Finding drivers is challenging, so begin by looking at how and where you got your best drivers.

☐ **Start recruiting: identify sources for new drivers.**

Local schools, colleges, and community bulletin boards are often overlooked when it comes to recruiting. Using messages on your receipts and website are two other ways to advertise for new drivers and other staff.

☐ **Add DoorDash Drive to your POS.**

Use a POS that integrates with DoorDash Drive to summon a Dasher when times get really busy.

Day 21:

☐ **Review Delivery Zones.**

Where do you currently deliver? Are there new areas that have been developed that you should be considering? Drive the areas yourself to assess them for demographics and opportunities.

☐ **Configure new delivery zones in your POS.**

Your POS should be able to automatically charge the correct delivery fee based on the address of the customer. Put in your newly identified zones and set the appropriate charges.

Day 22:

☐ **Make customer service calls.**

When we eat in a restaurant, the server will ask us how our meal was. Get some feedback from your customers by following up with a quick email or call, and ask them what they thought of the food and your service. To begin with, set a target of 2 calls or emails per day. If you do this yourself, you'll quickly identify the menu items and processes that are working well and where you can improve.

☐ **Follow up on projects:**

- Website Changes
- Online Ordering Changes



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Day 23:

☐ Follow up on operational processes:

You've added several new processes. Being consistent with them will ingrain them as habits with your team. Here is what you need to follow up on:

- Customer reviews (day 1)
- Use of the driver tracking whiteboard or POS functions for driver tracking (day 7)
- The email marketing program (day 8)
- Email open rate (day 17)
- Usage of coupons and promotions (days 5 & 10)
- Order packaging procedures (day 6)
- Phone ordering procedures (day 11)
- Success of online advertising campaigns (day 9)
- Driver training (day 15)
- The new customer program (day 18)
- The Loyalty program (day 19)

Day 24:

☐ Create a checklist for better forecasting.

Improving your sales forecast will help you improve your scheduling, food prep, and ordering. Create a list of things to consider to improve your accuracy and make it easier to train someone else as your business grows:

- Year-over-year sales trend
- Local events
- Nearby conferences
- Sports schedules
- Holidays
- Payday cycles
- Social benefit distribution dates

Day 25:

☐ Expand delivery zones.

Consider expanding the areas you're delivering to. By expanding your delivery zone from three miles to six, you could quadruple your potential customer base. Naturally, you'll want to charge more for the longer deliveries, so be sure to configure the new delivery zones in your POS with the correct charges.

Day 26:

☐ Audit slow-moving stock.

Audit your coolers, freezers, and dry storage for slow-moving items. Use these items to inspire your next round of promotions and limited-time menu offers.

☐ Streamline your Inventory.

Establish recipe weights and topping matrices to remove the guesswork from inventory use. Contact us to learn how you can set up automated ordering and compare pricing across suppliers to keep ingredient storage lean and significantly reduce costs.



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Day 27:

☐ **Review Periodic Automatic Replenishment (PAR) levels.**

As your business increases, be sure to review your PAR levels so you don't run out of stock and incur additional delivery charges. Leverage your sales data to set precise PAR levels and streamline deliveries. Adjust PAR levels by the day of the week to account for weekend spikes.

Day 28:

☐ **Review food prep charts and prep plans.**

With the increases you're starting to see, institute a regular process for reviewing your food prep charts so your team doesn't need to scramble during your peak periods. Rely on your forecasts to guide your team to have enough product ready for use.

☐ **Leverage sales trends to prep for each day.**

Use your sales history to automate prep plans for each day and ensure your team doesn't run short during a rush. Contact the SpeedLine Sales team at 1-888-400-9185 to learn how.

Day 29:

☐ **Review promotions and coupons.**

How have your promotions and coupons worked? It's not uncommon to be delighted with some and puzzled at others. Not every promotion you create will be a winner. View all of your marketing efforts as experiments and you'll eliminate the sense of failure when something you love doesn't work out as planned. Just keep at it and develop something new to try.

Day 30:

☐ **Follow up on operational processes.**

You've added several new processes. Being consistent with them will ingrain them as habits with your team. Here is what you need to follow up on:

- Customer reviews (day 1)
- Use of the driver tracking whiteboard or POS functions for driver tracking (day 7)
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- Order packaging procedures (day 6)
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- Success of online advertising campaigns (day 9)
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- The new customer program (day 18)
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Questions & Feedback Contact Our Sales Team

We'd love to hear from you! Let us know how this guide was able to help you grow your business.

Send your success stories to info@speedlinesolutions.com

