

# Delivery Management Ebook



**It might not be obvious, but if you're not using a point of sale with a full set of delivery features, your business could be leaving a lot of money on the table. Most of your customers, used to the type of high-level customer service offered by companies like Amazon, have little patience for late deliveries, missing items, or cold food.**

Those are the obvious issues that can drive your customers away and result in lost revenue. But what about the hidden money losers? Mobile orders abandoned because the site was too confusing, drivers padding odometer readings, special requests missed or orders lost because they didn't print at the right prep station, and customers who couldn't order from you because they live just outside your local delivery area. Many operators are not aware of the many tools in a delivery-specific point of sale system that can help them increase delivery profits, and serve today's customers better.

In this guide, we walk you through how your POS can increase efficiency at every step in the delivery process, from ordering, to dispatch, to reporting. In every section and at the end, you'll get summaries in the form of checklists that you can use to ensure your delivery operation is both profitable, and popular with customers.

# The Customer Ordering Experience

Great delivery starts with easy, streamlined ordering. Regardless of how a customer orders, their experience should be top notch. In store, the POS system should make it easy for inexperienced order takers to get the order right the first time. Online, the order flow should be straightforward, with no slowdowns.

## Web and Mobile Orders

The online ordering channel can represent a large percentage of delivery sales in today's pizza businesses, whether independents or large chains. Your POS should be able to handle customer orders smoothly, no matter where they originate from. Look for these features:



## Pizza Orders Can Be Complex

Both the online ordering site or app and the POS system receiving the order must be able to handle half-and-half portions, create-your-own combinations, and complicated coupons.

## Full Integration with the POS

A fully integrated online ordering site communicates closely with the store to get current prices and coupons, synchronize out of stock items, and update the store's customer database. For example, SpeedDine online ordering talks to the SpeedLine POS at the store, so things like prices and quoted times are always up to date, and there's no need for call-backs about out of stock selections.

Features like ordering apps, automated upsell prompts, loyalty, email opt-in, and time- or date-based "happy hour" pricing are key to boosting sales, and giving your customers the same great experience they get in-store. These features can also serve as an incentive for customers to order directly from you, rather than through a third-party delivery site.

## Site Appeal

Your website should reflect your brand. Choosing a provider that allows you to customize colors, text, and logos will make your customers feel "at home" when they order online. And, since many of those customers will visit on their mobile devices, the site should look just as appealing, and be just as easy to use, on a phone as on a laptop computer.



## A Suitable Price Model

Many operators get locked into a contract with a provider that charges a percentage on each order. While they may not think online orders will make up a large percentage of their delivery business initially, often pizzerias experience a large increase in order volume as the new channel catches on. Percentage pricing models mean fees increase as your online orders do. Look for a low fixed monthly cost with no transaction fees, so your profits increase as you sell more online.

## Third-Party Orders Funneled into Your Kitchen—Automatically

Third-party delivery services like Uber Eats, DoorDash, GrubHub, and Postmates are now a fact of life for many restaurants. Unfortunately, most of these orders come in on tablets not connected to a POS, and have to be transferred manually. This takes staff away from other duties, and increases labor costs, as well as mistakes. Integrating third-party ordering with your POS relieves a lot of pressure, especially during peak periods. SpeedLine's trusted technology partners funnel third-party orders directly into the POS, where they print in the kitchen just like other orders.

## Phone-In Orders

### Personalized Service

When customers call to place an order, fast, personalized service goes a long way towards making them feel like "regulars." Caller ID integrated with the point of sale lets order takers greet the customer by name, and can automatically find and open the customer's record to show previous orders.

If the customer would like what they had last time, the order is off to the kitchen in only a few button touches. If the customer calls back to check on or change the order, Caller ID lets the order taker quickly recall the order to see its delivery status and quoted time, or add items.



## Conversational Ordering

One of the things that makes order entry faster and easier to learn is conversational ordering. In the best POS systems, this means order takers can enter menu items, quantities, sizes, and modifiers in any order. There's no need to translate "I'd like two large stuffed all-meat pizzas with extra cheese," into a specific sequence of button touches, because you can select the quantity, crust, specialty, and modifier in the same order the customer gave them to you.



## Prompts to Ensure Accuracy

Nothing is more frustrating for customers than opening the packaging on their delivery order, only to find that the crust isn't the type they asked for, or a dressing or dip is wrong. During ordering, the point of sale can prompt the order taker to ask about things like crust type, dips for a pizza, or dressings for a salad.



### Speedy Tip

SpeedLine has a unique feature called Directed Order Entry that makes orders that have a series of choices, like "build your own" value meals, easy for even your newest employees. Pop-up prompts guide the order taker through each choice of pizza, appetizer, and drink, so order entry is fast and accurate.

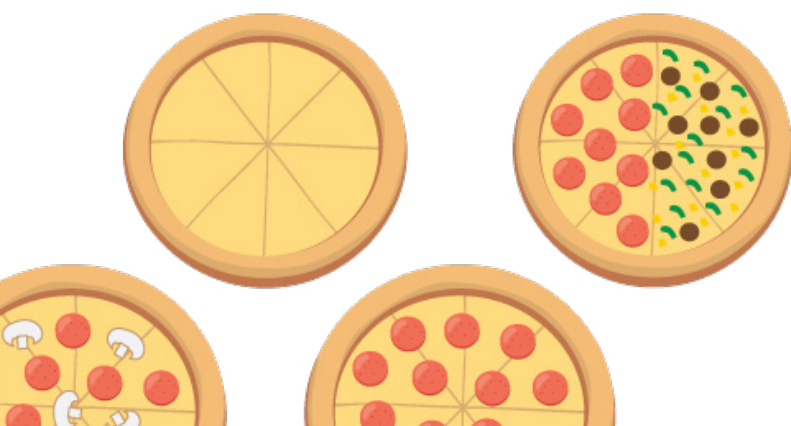
## What's in That?

It makes it fast and easy for order takers to field customer questions about ingredients if the POS shows you which toppings are included in the menu item. For example, when you touch the Hawaiian pizza button in SpeedLine, red dots appear on the ham, pineapple, mozzarella, and pizza sauce buttons.

In some point of sale systems, you can also enter custom notes that pop up to give order takers more information about an item. For example, in SpeedLine, touching the question mark button for a pizza could pop up a message indicating whether it contains organic ingredients, or common allergens.

## Easy Portioning - Halves, Thirds, or Quarters

Portions are critical to most pizza menus. SpeedLine lets you customize half portions with "first half" and "second half" buttons on the menu screen. In some systems like SpeedLine, even third and quarter portions are available.



## Create Your Own Items

Many pizzerias and sandwich shops offer menu items that customers can customize to their liking with chosen toppings and sauces. If the POS lets you specify a default item for a menu screen, and a default quantity, there is no need to touch an item or quantity button during ordering. In a busy restaurant, saving a few button touches per order can quickly add up to hours saved over the course of a day.

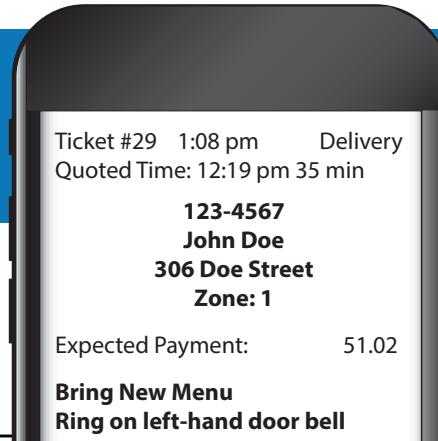


## Speed Comments

Keep drivers and kitchen staff informed, and make sure your customers get exactly what they want, by entering notes about an item, or the entire ticket. SpeedLine makes this faster by offering "pre-set" buttons for common notes like "don't cut" or "bake lightly," so that they can be added with one touch. Touch the Notes button on the menu screen to leave a note about the item you're ordering, or touch the Notes button on Full Review to leave a note that applies to the entire ticket, like "Bring change for a \$50."

## Delivery Instructions

Enter helpful instructions for the driver right on the customer's record. Entrance buzzer numbers, preferred entrances (side door? basement suite?), and house descriptions can all speed the driver's arrival at the customer's door. Delivery instructions print on the ticket (usually in large print) so drivers can see them easily, even at night in poorly lit areas. Keep customers informed too. Send a text message or email to your customer when the driver is dispatched with their order.



## Customer Ordering Checklist

- ☐ Choose a web ordering solution that integrates closely with your POS, so information on the ordering site is always correct.
- ☐ Offer half-and-half and create-your-own pizzas or subs in-store and online.
- ☐ Brand your ordering site so it feels familiar to your customers.
- ☐ Look for ordering site add-on features like upselling, loyalty, and email opt-in.
- ☐ Make sure your online ordering pricing suits your current and future order volume.
- ☐ Use a system that can funnel third-party delivery orders directly into the POS, so re-entry isn't necessary.
- ☐ Use Caller ID for personalized service.
- ☐ Set up prompts in the POS to increase order accuracy.
- ☐ Opt for topping indicators to show what's included on an item.
- ☐ Enter pre-set notes to add customer requests at the touch of a button.
- ☐ Enter delivery instructions on the customer record, for more on-time deliveries.

## Help in the Kitchen



Once the order is in the system, it must make its way quickly to the right area for preparation. Fully customizable ticket printing and routing in your POS can help with that.

### Item Routing

With item routing, or “make routes,” the printer or kitchen display an item appears at can be customized to increase your kitchen’s organization and efficiency. The goal of item routing is to reduce confusion and eliminate the need to call orders across the floor by showing only items that staff at a particular station need to see.

### Item Printing

Set your POS to print items on tickets in the order you specify. Using SpeedLine, for example, you can group all of your pizzas together on the ticket. You can even have modifiers and toppings print in a specific order. This flexibility allows your production team to see the crust, sauce, and toppings on each pizza, in that order, so they can prepare orders faster and more efficiently.

### Printed Labels

Labels on delivery packaging help prevent missing items, and flyaway tickets. A POS designed for delivery can print sticky labels in addition to paper tickets. Ideally, the POS will print labels in several formats, including one that fits perfectly on the side of a pizza delivery box.

### Kitchen Displays

Kitchen displays can increase efficiency while saving you money and time spent replacing printer ink and paper. Kitchen display software integrated with the POS speeds and coordinates cook times, ensuring that all meal items for an order are ready together. Some display systems can also report on speed of service, to identify areas for productivity improvement.



## Kitchen Helpers Checklist

- ☐ Route items so they print only in the correct prep area.
- ☐ Set the item print order on tickets to maximize efficiency.
- ☐ Print labels for packaging to eliminate lost sides and drinks.
- ☐ Consider kitchen displays to time items, and save on paper and printer maintenance.

# Dispatching Orders

With dozens of orders flying in and out of a busy dispatch area, confusion can arise. Keep order accuracy up, and late deliveries down, with the dispatch tools in your POS.

## Mapping

A delivery-specific POS system should include software that shows delivery orders on a digital map of your area, and allows dispatchers to select and group deliveries for a run quickly, simply by touching pushpins on the map.

Mapping helps speed delivery times and increase customer satisfaction. It can allow new or fill-in drivers to deliver like pros. And, it makes it possible to track actual mileage for deliveries based on the recommended route, to ensure drivers aren't making side trips.

A large digital map view of current deliveries and zones on a big-screen TV can replace your old paper wall map with a live view for the entire staff.



*"Delivery and pick-up represent 80 percent of our business. I'm thankful we have mapping integrated into our SpeedLine system, because it maps routes for us from point A to point B and then back to the restaurant. Having mapping has helped us a lot when we've opened restaurants in areas we're less familiar with."*

**- Ray Cantelo, Beggars Pizza.**

## Dispatch Alerts

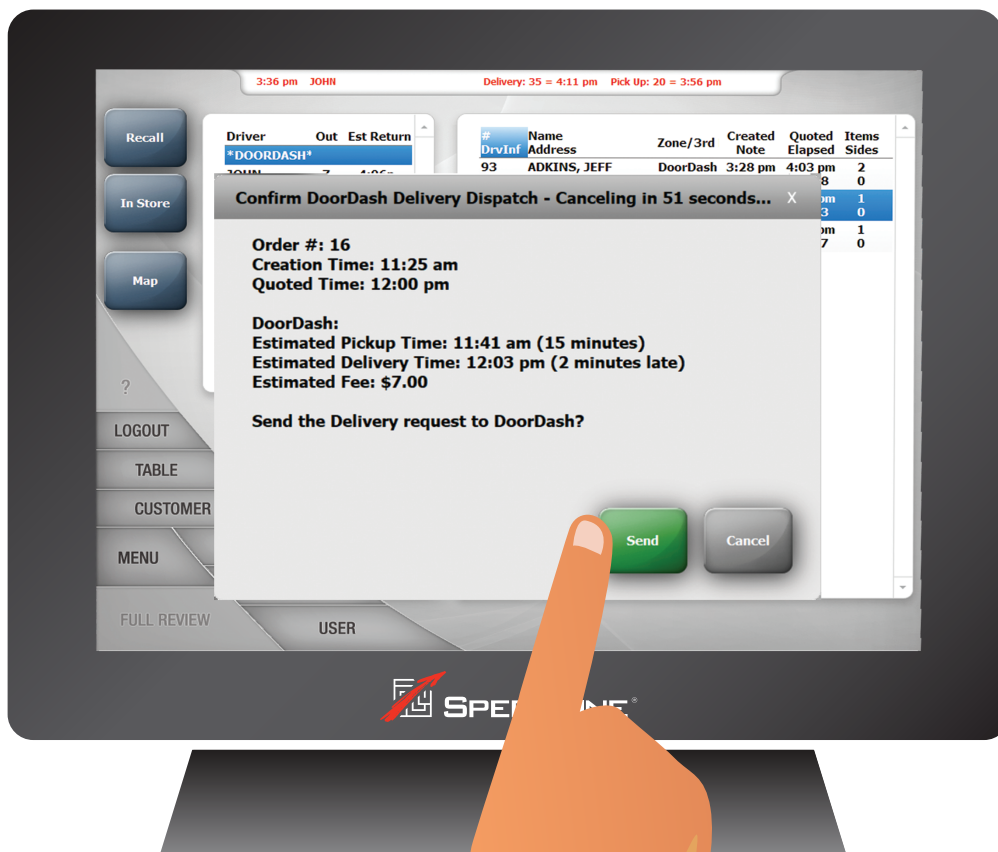
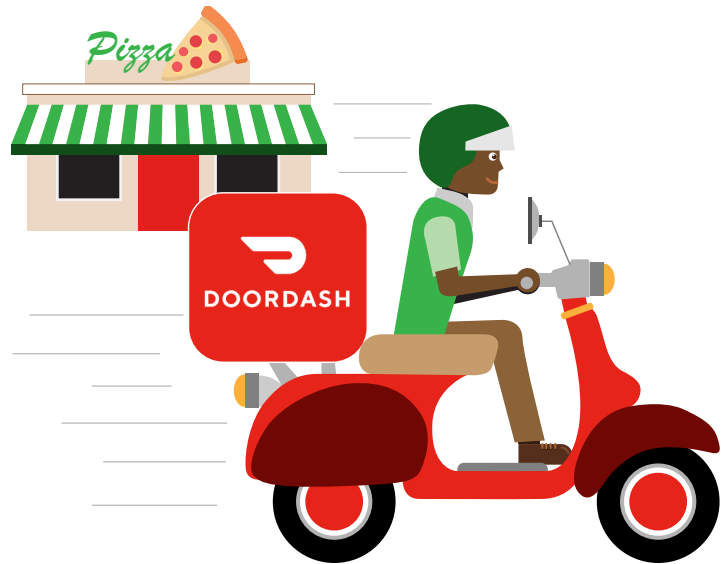
See color highlights on the dispatch list and map when orders are sitting too long in the kitchen, or drivers late returning from deliveries. Watch the delivery performance stats throughout the shift to identify quickly if you need to call in another driver, or send one home—or pull a driver aside for a chat about extra stops along the way. And managers and dispatchers can see when drivers are expected back (based on current traffic), so orders can be timed to be hot and ready for the driver.

## Summon a DoorDash Driver to Help Out

Today's staff shortages mean sometimes hungry customers can be left waiting. A POS integrated with a third-party delivery service can really save the day when an in-house driver isn't available.

SpeedLine's advanced technology integrations will allow staff to assign a delivery to a DoorDash "Dasher" right from the Dispatch screen. This sends a request for a driver to the service, which replies with estimated pickup and delivery times, and the fee amount.

Staff have the option to approve or cancel the request, and after pickup, they can track driver location and delivery status on the DoorDash portal.



## Fully Customizable Ticket Lists

Don't settle for a cookie-cutter POS that only half fits your business. In SpeedLine, the list of delivery tickets is fully customizable, so you can choose to show elapsed and quoted time, coupons, the number of sides, notes on the order, and dozens of other options.

## Dedicated Dispatch Stations

In a busy pizzeria, every second counts. Even reducing a few button touches in your POS can knock off hours in labor over the course of a week, cutting costs and getting customers their orders faster. Your POS should give you the option to set up a dispatch station that displays the dispatch ticket list on one monitor, and the map on another, without logging into the system.

## Directions from the POS to Drivers' Smartphones

Once the order is assigned, more advanced dispatch systems like SpeedLine can send the address for each stop to the driver's smartphone for accurate, hands-free navigation.



## Dispatching Checklist

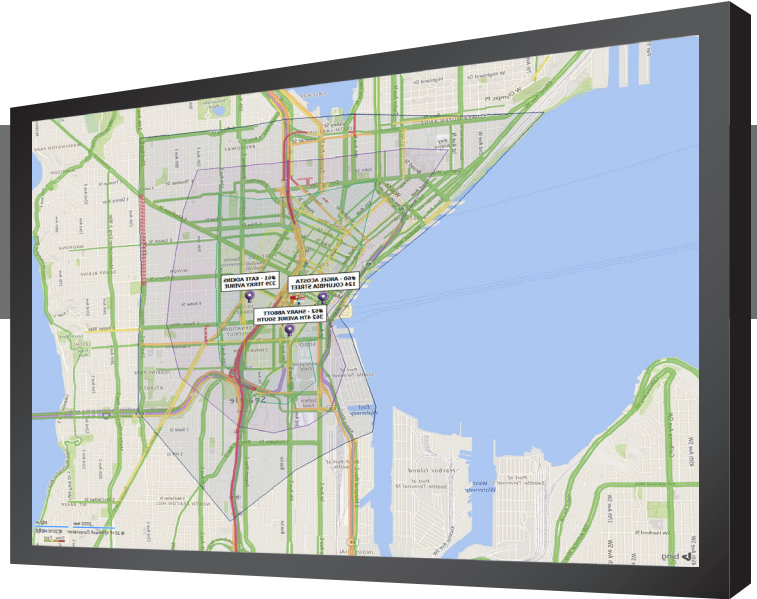
- ☐ Group orders by touching push pins on a live map of the area.
- ☐ Plan dispatching better with delivery and return times based on current traffic.
- ☐ See at a glance if orders are sitting too long in the kitchen, or drivers are running late on deliveries.
- ☐ See expected driver return times based on a mapped route and current traffic.
- ☐ Customize the dispatch screen ticket list for your operation.
- ☐ Set up a dedicated dispatch station with a map on a second monitor.
- ☐ Auto-send ticket information and delivery directions direct to drivers' phones on assignment.



## Delivery Zones

If you're not using delivery zones, you may be missing out on thousands of dollars of revenue each year in delivery fees charged inconsistently, or set too low to recover expenses.

Your POS can help. SpeedLine for example, lets you easily create or fine-tune delivery zone boundaries by clicking and dragging on a map. Once a zone is created, you can set driver fees, delivery charges, minimum charges, and quoted time adjustments that apply to that zone. Zones can be automatically assigned by the system, based on address. The result? A more profitable delivery service, and happier customers.



### Opportunities in Under-Served Areas

Consider expanding the areas you're delivering to. If your current delivery zone is within 3 miles of the store, by expanding to a 6-mile radius, you could quadruple your potential market. 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 appropriate charges. Customers in under-served areas are sure to appreciate your "going the extra mile," and won't mind paying a bit more for the service. They may even end up being some of your most loyal regulars.



### Speedy Tip

In SpeedLine, you can even create a zone without a boundary that covers the area outside your usual delivery area. Use this zone to allow managers to approve large orders to addresses you might not normally deliver to.

### Know Your Costs

Of course to know how much to charge for each delivery zone, you'll have to know how much it costs to deliver a pizza. In addition to drivers' salaries and vehicle costs, your true delivery cost has to factor in related expenses such as pizza bags, boxes, and liability insurance.

### Change Prices

One way to recoup delivery costs is to increase prices a bit. Lexy Frautschy, owner of Ian's Pizza in WI comments, "We started tracking the pizzas we sell most and restructured our menu and pricing." Better pricing meant more profit: "Our food cost used to be in the mid-thirties. Now, with SpeedLine, we got it down to the low twenty percent mark."



## Increase Delivery Charges

Rather than implementing a price increase, some operators, like Diana Cline, owner of Diana's Cucina and Lounge in Winnipeg, Manitoba, prefer to apply a delivery charge to cover their costs. When she initially set up the POS to systemize delivery charges, Diana told us that customer complaints about delivery order totals actually decreased. "Before we installed our SpeedLine POS, we would guess where our customers lived based on our knowledge of the area," explains Diana, "and then charge them something we thought would work. But fees changed all the time. When we installed [SpeedLine], we set up delivery zones and charges in the computer. All we have to do is press Delivery, and the computer charges the right amount. Customers are happy because they do not get overcharged. And we're ecstatic because we're collecting an extra \$40K a year in delivery fees."

## Set a Minimum Charge

If you calculate delivery costs and find it's not profitable to deliver a \$10 pizza to your furthest delivery zone—don't. Set a minimum charge for distant delivery zones to ensure that you make money on deliveries. The POS can block staff from entering delivery orders for less than the minimum amount without a manager override.

## Direct Customers to an Alternate Location

Are you part of a multi-store operation with other locations nearby? In SpeedLine, you can import the delivery zones for the nearby stores, and then identify them with the Store ID. When phone-in order for another store's area comes in, a pop-up with the store's phone number makes it easy for staff to redirect the customer. For online orders, SpeedDine suggests the last store the customer ordered from, or if there isn't a previous store, the closest store. Customers can also pick their preferred store from a list.

## Delivery Zones Checklist

- ☐ Determine your true delivery costs (including related expenses such as pizza bags, boxes, and liability insurance) before you set prices and delivery fees.
- ☐ Set up delivery zone boundaries.
- ☐ Set appropriate driver fees, delivery charges, and allowed times for each zone.
- ☐ Consider creating zones to serve customers in outlying areas (with minimum charges and delivery fees set to recover costs).
- ☐ Activate an "alternate store referral" feature if you have multiple locations in one area.

# Driver Management

If you have in-house drivers, you don't have to be told that managing them is a big part of ensuring efficient deliveries. A POS built for delivery has the tools you need to:

- Build a driver schedule without guesswork, and enforce it.
- Determine whether to send drivers home, or call more in.
- Monitor driver routes and return times.
- Pay drivers based on distance driven.
- Pay drivers an out-of-store rate.
- Track vehicle license and insurance expiration.
- Keep drivers safe by limiting delivery hours or locations after dark.
- Deter driver cheating.



## Scheduling

How many times have you had drivers sitting idle? Or been so busy that scheduled drivers couldn't keep up? Your POS system's labor and forecasting tools can help you avoid nights like these.

An accurate forecast lets you create next week's schedule based on historical sales and eliminate guesswork.

Look at historical sales and forecast by hour. Pay attention to the breakdown by day part and order type, to determine the number of drivers you need to schedule per shift—and the length of shifts you need to schedule to address peak demand for delivery services. Some point of sale systems, like SpeedLine POS, can recommend staffing requirements based on forecasted sales.

Before you create a schedule, a glance at the numbers can show you where the problems are. You can view the report and see you're having delivery issues from 10 p.m. to midnight, or at lunchtime, or anytime throughout your day. And you can use this information to create more efficient, cost-effective schedules.

Once you've set the schedule, your POS can enforce it, preventing clock-in outside scheduled work hours without a manager override. Add biometric security like fingerprint sensors to prevent time clock abuse like "buddy punching."

The secret to delivery efficiency is scheduling—and if you don't have enough drivers, your delivery operation won't be successful.

While the POS gives you the data to schedule more accurately, some wait time between runs may be unavoidable. Another way to get more mileage per labor dollar is to ensure your drivers are not sitting idle between runs.

“When our drivers come back, we ask them to do dishes or tidy up the front of the house,” says Lexy Frautschy, owner of Ian’s Pizza, a Wisconsin chain. “They may also cut slices or put finishing touches on a pizza.” Drivers can take out the trash, fold pizza boxes, or sweep your sidewalk. They can also help with marketing activities such as preparing mailings, contributing to your restaurant’s Facebook fan page or Twitter feed, or reviewing the day’s new customers in the POS to make sure you have complete addresses for marketing.

## Keeping an Eye on Labor Costs

Scheduling drivers based on forecasted sales will help meet demand without having drivers idle, but close monitoring of your POS system’s labor reports will ensure the schedule is working out as planned. Reports from your POS give you hard numbers you can use to trim delivery labor costs.

In SpeedLine, reports showing labor cost, sales, and labor as a percentage of sales made each hour make it easy to see at a glance whether labor costs are where they should be, and where you can trim staff or adjust hours. Labor reports can be viewed from within SpeedLine, or from any browser if subscribed to SpeedLine Cloud Reporting & Analytics™.

## Driver Return Times

As soon as you assign a ticket to a driver, your POS should start a timer that shows how long the driver has been out of the store, and their estimated return time, based on the route suggested by mapping software and current traffic. This lets dispatchers plan ahead, so the food is fresh out of the oven when the driver arrives. In SpeedLine, colored highlights on the Dispatch screen alert you to drivers that are overdue.

## Tighter Driver Controls

A POS system with mapping and routing lets you pay drivers by distance driven according to the mapped route. With this setting in place, you can be sure you won’t be paying for personal side trips. Set up the POS system’s reporting to provide actual mileage for deliveries—this can be compared to odometer mileage entered at end of shift to detect discrepancies.

If labor code in your area permits, look at the POS system’s payroll options for drivers. Some businesses pay drivers a lower tipped minimum wage while out of the store on deliveries, and a higher non-tipped wage when they’re working in the store. The POS can track when the driver is out on a delivery, and automatically apply the correct pay rate.



In-store versus out-store tracking in SpeedLine can have other benefits as well. In many jurisdictions, workers' compensation premiums are based on the type of work performed, with delivery driving subject to premiums up to five times higher than in-store work. Review the Pay Period report in your POS to see how much drivers earned for time spent in the store, versus out of the store on deliveries. This makes it easy to apply the lower premium rate to pay earned in-store.

Other features in the POS system can help you manage driver performance as well: Enter driver's license and vehicle insurance expiration dates to keep drivers with expired insurance or licenses off the clock (and off the road). Set controls to require drivers to drop cash, or even cash out on return from a run, for tighter cash control and better tracking of discounts and coupons.

## Driver Safety

### Caller ID

By integrating a caller ID system with your POS, you'll see who's calling before you answer—and it will pull up the full customer record as soon as you touch the incoming call. If the customer gives an address other than the one shown on the record, train order takers to verify the reason. If you receive a suspicious order, or an order from a customer with caller ID blocked—give a quick security callback before you assign the delivery.

### Address Validation

Mapping software can also help increase driver safety: If someone tries to give you an address that does not exist, the POS should recognize that and flag it as invalid. Employees can't take an order for an invalid address without a manager override.

### Limit Cash Carried

Your POS settings can also limit how much cash drivers can carry before they are warned to make a drop to the till or safe. To be sure employees aren't ignoring the warning, the system can require a manager override to continue.

### Restrict Deliveries to Certain Zones after Dark

Use crime stats and talk to police to determine if there are concerns about delivering to certain neighborhoods. If you are aware of an area of concern, you can mark it as a "limited delivery zone" in the POS to prevent deliveries to that area, or to restrict them to daylight hours without a manager override. In SpeedLine, when dispatchers assign deliveries in the limited zone after hours, they get a warning, and if the warning is overridden by a manager, "Limited Delivery Zone" prints on the ticket to alert the driver.







## Who's Cheating?

Certain employees will always try to cheat the system. "Some drivers feel it's okay to 'snake' deliveries from other drivers," comments Two Guys and a Pizza Place owner Cory Medd, and "find creative ways to do it." Likewise, some managers cheat the system to make their numbers look better. Security controls can block a lot of this—but to be certain that your numbers are an accurate reflection of what's really happening in the restaurant, close attention to the driver reports is essential. Look beyond the store metrics to your drivers' delivery detail for a shift:

- Are any deliveries returned at lightning speed? Cory noted one common cheat: drivers assigning an order to themselves, immediately "returning" themselves, and taking two more pies to get around the store's two-order delivery limit.
- Are your out-the-door times in line from one driver to the next? Some managers pressure drivers to assign orders to themselves early—sometimes even before the pizza is out of the oven—to meet a tough OTD time metric.

POS reports showing these types of problems provide the documentation you need to coach or terminate a cheating driver.

## Driver Management Checklist

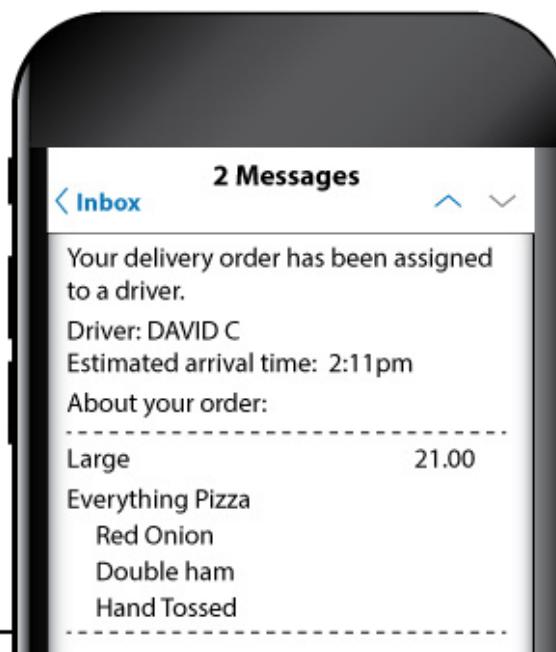
- ☐ Break down your sales forecast by hour and order type to identify driver staffing requirements.
- ☐ Assign drivers to odd jobs between runs, if it's not busy.
- ☐ Monitor labor reports closely during the day and adjust driver staffing as necessary.
- ☐ Pay drivers according to mapped route distance.
- ☐ Consider in-store and out-of-store tracking for drivers so you can pay a tipped minimum wage (if local law allows), or to lower workers' compensation premiums.
- ☐ Pay drivers by distance driven according to the best route.
- ☐ Set the system to track driver license and insurance credentials, and prevent clock-in if they have expired.
- ☐ Use Caller ID to weed out prank calls, and mapping software to validate delivery addresses.
- ☐ Keep drivers safer by limiting cash carried, and restricting high-crime zones to daylight deliveries.
- ☐ Watch your delivery reports for signs a driver or manager is trying to cheat the system.

# Customer Communication

## Promise Times

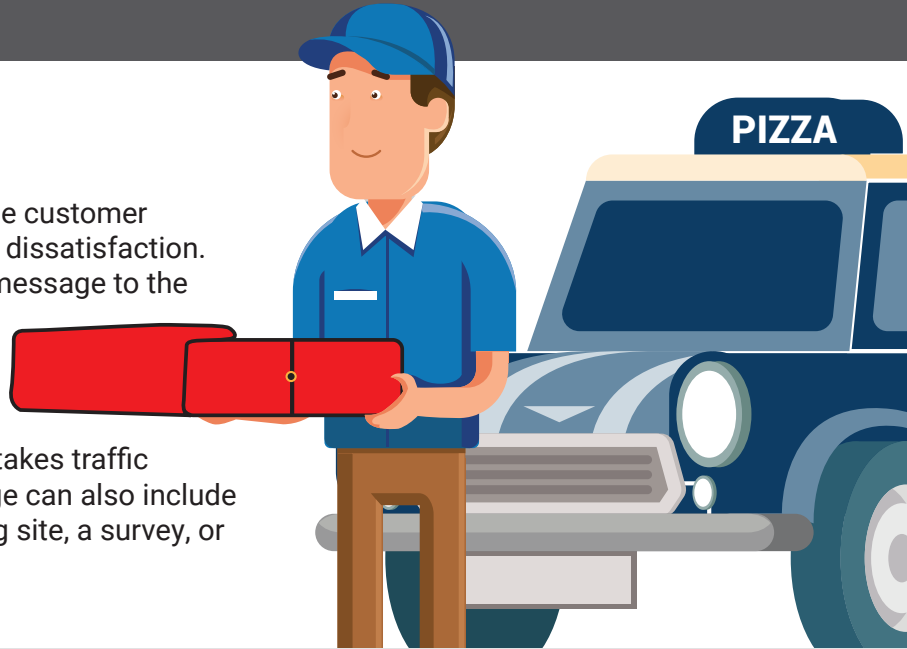
On-time deliveries are a key factor in customer satisfaction—and your customers' perception of “on time” begins with the delivery time your website or order entry staff promise them when they place an order. This same “promise time” is the basis of a number of related delivery performance statistics as well—so it's crucial that your promised delivery times are accurate. Most pizza POS systems provide some means of setting quoted times for delivery orders, but only those built with pizza and delivery in mind have the flexibility needed to ensure accuracy while allowing for the wide variety of factors that can impact delivery times. SpeedLine lets your customers plan around an accurate promise time several ways:

- **Auto-calculated quoted times.** These times self-adjust to allow for peak order volumes, or things like short-staffing of prep cooks and drivers. The system can also warn you when out the door times approach a maximum limit that you define.
- **Manual quoted times.** Set an average time for all orders, then adjust as needed.
- **Adjust quoted time on the fly.** When your kitchen is slammed by a busload of tourists, or there's an accident on the main road to and from your store, you need to be able to override the standard quoted time. A delivery-focused POS system should also allow you to adjust quoted times manually.
- **Prompt for quoted times.** Let order takers or managers use their experience and knowledge of current conditions to set a quoted time as they enter each order.
- **Adjust quoted times for order size.** Whether you decide on automatic or manual quoted times, you can always add extra time for large orders. Order totals more than \$75? Set the system to add 15 minutes to the usual quoted time.
- **Adjust quoted times for a delivery zone.** Bump up the quoted time for distant zones, or adjust for rush hour traffic volumes in certain areas.



## Delivery Confirmation Messages

If you know an order is going to be late, letting the customer know can go a long way towards dissipating any dissatisfaction. In SpeedLine, you can set up the POS to send a message to the customer automatically, letting them know the order is on its way (with an updated ETA) when the order is dispatched. If you use a mapping system such as SpeedLine LiveMaps, the ETA is based on the mapped delivery route, and takes traffic conditions into account. As a bonus, the message can also include links: to a bounce-back offer, your online ordering site, a survey, or social media.



*"Before, we would get calls all the time asking 'where's my pizza?' Obviously for us, time is so important. If you are doing these big catering lunches where you know they only have a certain amount of time for lunch, it can't be late. That's not an option. Keeping the customer at ease, knowing that it's out the door 15 minutes before it has to be there, it's huge for me. It's something that I think we get repeat customers because of."*

**—Kevin Wade, Previti Pizza.**

## Customer Communication Checklist

- ☐ Set the right expectations with your customers: set the POS to auto-calculate quoted times.
- ☐ Monitor promise times for accuracy using delivery performance reports, and adjust as needed for zone, order size, or unexpected events.
- ☐ Auto-send a delivery confirmation message at dispatch, with an accurate ETA based on current traffic.
- ☐ Add links to surveys and offers to the confirmation message to build loyalty.

# Delivery Payments

Providing more ways for your customers to pay means better customer service, and more customers. When you let your delivery customers pay with a credit card on their doorstep, it's win-win: customers get the convenience and credit card security they want, and your business could save hundreds of dollars each month in lower card processing fees and reduced delivery chargebacks—including those for online delivery orders.

When you use SpeedLine Pay™ for delivery, no credit card information is entered into the POS at the store or online. Instead, drivers use the SpeedLine Pay app on a mobile phone or pad, paired with a mobile EMV card reader, to accept card payments securely at the customer's door. One big advantage to taking delivery payments at the door is that it allows you to process them at lower card-present rates, saving up to 40% on card processing. There are additional advantages as well:

- Protect yourself against counterfeit card fraud.
- Accept contactless tap payments, Apple Pay, and Google Pay.
- Pre-set tip prompt percentages for convenient tipping, and fair driver compensation.
- Accept credit, debit, and supported gift cards.
- Reduce PCI scope and decrease compliance costs.



## How SpeedLine Pay Works

1. Drivers take a mobile phone or tablet with the SpeedLine Pay app and a mobile EMV card reader on the delivery run.
2. At the customer's door, the driver scans a QR code on the printed delivery slip, which securely sends the ticket information to the app.
3. The driver hands the phone or tablet to the customer, who follows prompts to add a tip and confirm the total.
4. The app sends encrypted payment information to the processor for approval.
5. The approved amount is shown.
6. When the driver returns to the store, all payments synchronize with the POS, and the system emails a receipt to the customer.

## Delivery Payments Checklist

- ☐ Offer your customers a variety of convenient ways to pay for their delivery order, including SpeedLine Pay.

# Performance Reporting



## Manage for Peak Performance

Tracking delivery performance can help you streamline operations. The near real-time data in SpeedLine Cloud Reporting & Analytics lets experienced managers keep an eye on performance statistics to spot problems or opportunities to save on labor. On the Delivery Performance dashboard, managers can view key stats as indicator values, or bar, line, and pie charts, and see store-level detail as well as regional or chain-wide comparisons. Get alerts when a value such as average delivery minutes goes above a threshold you set. Or review and export data in conventional table format either from the POS, or as part of your Cloud Reporting & Analytics subscription.

***"Our SpeedLine POS provides us with detailed delivery numbers. Just by being aware of these numbers, we can often tell where we could schedule one more person to really help us cut delivery times down."***

**— Lexy Frautschy, Ian's Pizza.**

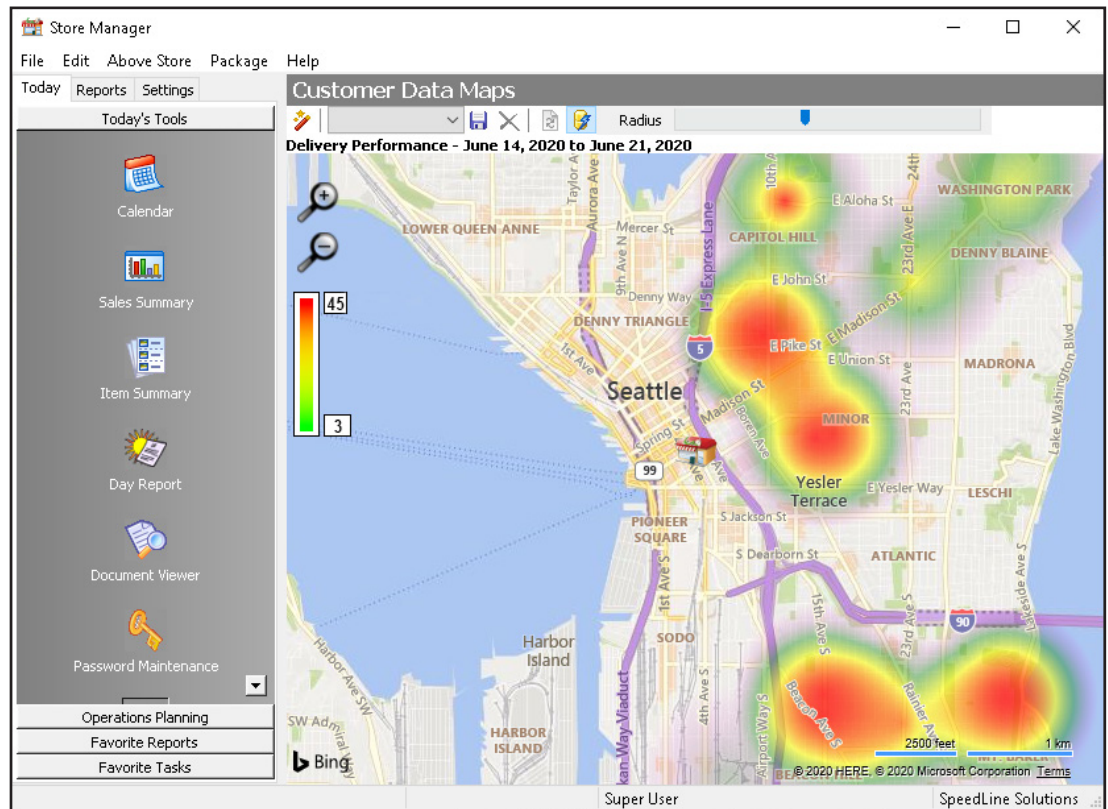
The system should track and manage key performance metrics, by driver and overall, such as:

- **% of late deliveries:** Having every order arrive in the quoted time is ideal—but probably not realistic. Establish an acceptable percentage, and then monitor regularly. You should also be able to see the percent late deliveries for each time period, to help adjust the schedule.
- **Out-the-door (OTD) times:** If this is too long, you may have a problem with kitchen efficiency, or with kitchen or driver staffing. Set a goal for average OTD time, and then see how you measure up.
- **Average on the road time:** If this metric is too high, and your drivers are self-dispatching, it may be because drivers are taking more orders than they can deliver in the times quoted. You can control this by setting the maximum tickets for a run in your POS.
- **Wait time between runs:** Drivers killing time between runs cost you money. If late deliveries are up, compare this stat with OTD time: if both are high, it may indicate the need for more make line staff. If wait time is short, but OTD time is high, you may need more drivers.
- **Driver mileage:** Your POS can prompt drivers to enter their odometer reading at the end of a shift. If you're using mapping software to determine ideal delivery routes, you can also show that distance on reports, to compare it to the odometer reading.
- **Coupons and credits applied after delivery:** Keep an eye on this report to ensure driver's aren't abusing coupons.
- **Delivered time within 5 minutes of quoted time:** Your delivery performance summary report should show at a glance whether drivers are hitting close to quoted times.
- **Hourly sales by order type:** See what time of day most delivery sales happen.
- **3rd-Party delivery orders:** Use the order numbers and net sales listed in the SpeedLine Remote Order Sales Summary to compare to reports from your third-party delivery services like Skip the Dishes and GrubHub.



## Heatmap Reports

In SpeedLine, customer data, or “heatmap” delivery reports can show you where late deliveries are happening on the map, so you can adjust promise times for zones to better meet customer expectations.



## Reporting Checklist

- ☐ Look for a system that summarizes key metrics for drivers, and for the store as a whole.
- ☐ Compare late deliveries with driver stats to identify problems or coaching opportunities.
- ☐ Use the heat map view of customer data to identify purchase trends—and focus on areas where late deliveries are a problem.
- ☐ Compare odometer entries to mapped route distance to detect side trips.
- ☐ Identify when most deliveries happen, to help schedulers.

# Marketing

When it comes to marketing, delivery restaurants have an advantage over other restaurant concepts: customers must provide contact information to get food delivered. This is the kind of competitive advantage savvy companies use to eat up market share, and it's a secret weapon that your POS can help you take full advantage of.

## Work Your Delivery Data

For a profitable database marketing program, follow these steps:

1. Train order-taking staff to enter complete addresses: When employees enter incorrect or incomplete information, you wind up wasting marketing dollars mailing to bad addresses, and without an email, this most economical form of communication won't be an option. So show staff what information you need to collect and why it's important. Make it a requirement for raises or incentive payouts, and coach them on it regularly. Remind them to also ask each return caller if any of their contact information has changed.
2. Ask for an email address in-store, and on your ordering site. If you're using a POS like SpeedLine that emails delivery ETA on dispatch, let customers know this will allow them to get those messages, as well as special offers.
3. Use the email tools and reports in your POS to send out things like 30-60-90 offers, or partner with a third-party marketing company.
4. Make sure your POS can export customer contact information in a format accepted by email marketing companies like Constant Contact, Mailerlite, and MailChimp.



## Ensure Accurate Addresses

Without accurate address data, marketing to delivery customers will fall short, and marketing dollars will be wasted. Here are some suggestions for keeping a clean customer database:

- Use mapping software that will validate delivery addresses.
- Use Caller ID to auto-fill correct customer names in the POS.
- At least weekly, run a report that lists new customers to verify that each new address is complete and correct. If information is missing, assign someone to look it up!
- Delete customers who have not ordered in more than six months. Since redemption rates for lapsed customer mailings drop sharply after 120 days, deleting old records can help you keep marketing costs in check.
- Purchase a street database with accurate streets and zip codes for your trade area. When new customers call, the POS system checks the street database to auto-complete address fields with accurate information— including the correct ZIP code, which order takers often forget to enter.



## Marketing Checklist

- ☐ Train staff to enter correct customer information, and use Caller ID and a streets database to autofill and reduce typos.
- ☐ Run a report on new customers each week, and correct any missing information.
- ☐ Collect email addresses in-store and online to facilitate e-marketing.
- ☐ Look for a system that exports customer data in a format compatible with third-party mailing services.



# Apply what you've learned. Take the Delivery Audit.

[www.speedlinesolutions.com/delivery-audit](http://www.speedlinesolutions.com/delivery-audit)



## Delivery Audit



**A Professional Online Ordering Experience**

Having a professional online ordering platform is important, because it's often the first opportunity to impress your customers with an exceptional delivery experience. If you have your own online ordering website, customers will appreciate a fast, intuitive, informational and aesthetically pleasing website, the ability to customize their order, and delicious menu options to choose from.

**Speedy Tip:** The more appetizing your photos look, the higher the likelihood that customers will add items to their order. It's hard to resist when everything just looks so tasty! Explore what else could be improved on your online ordering site by downloading [this checklist](#).

**Up-to-Date Delivery Technology**

You can aspire to provide a high-quality delivery service to your customers, but if you don't have the technology in place to support you, it can be a lot harder to achieve consistent results. Your POS should be able to handle delivery payments and integrate with third-party ordering platforms to reduce order errors. Specialized technology will help you to track your delivery orders, manage stock levels, take payments at the customer's door, and provide consistent experiences for your customers. A customer should be able to rely on the same quality delivery service every time.

**Speedy Tip:** Choose to integrate online orders directly into your POS instead of inputting orders manually, since human error can cost you around \$30 per order and \$1,000 every month! (based on a 20-table restaurant, with 6,000 orders monthly and a 5% human error rate). It also frees up one more staff member during a busy dinner rush.



## Increase Your Delivery Sales. Find Out How:



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[www.speedlinesolutions.com](http://www.speedlinesolutions.com)

