



Delivery Management Ebook



If you're not using a POS built for delivery, you could be losing money without realizing it. Today's customers expect fast, accurate service. Late deliveries, missing items, or cold food will quickly drive them away.

Beyond those obvious issues, hidden problems can quietly eat into your profits: confusing mobile ordering, inaccurate mileage reporting, missed special requests, lost tickets, and limited delivery zones. Many operators don't realize how much a delivery-focused POS can solve these challenges and boost revenue.

This guide shows how the right POS can streamline your delivery process, from order placement to dispatch to reporting. Each section includes a practical checklist to help make your delivery service more efficient, profitable, and customer-friendly.

The Customer Ordering Experience

Great Delivery Starts with Simple, Efficient Ordering

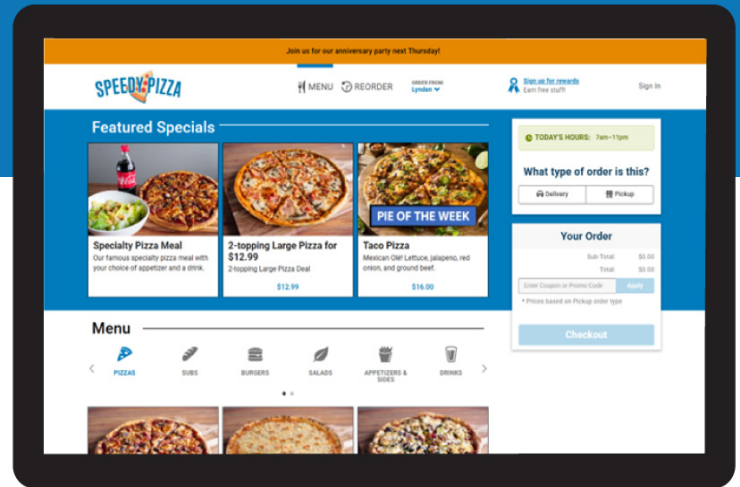
The ordering experience should be fast and flawless, regardless of how a customer places their order: in-store, online, or with the app. In-store, your POS should help even new staff take complex orders accurately. Online, the ordering process must be intuitive, responsive, and free of friction.

Online & Mobile Ordering

Online sales make up a large share of pizza delivery revenue today. Your POS should support smooth ordering across all channels, with key features like:

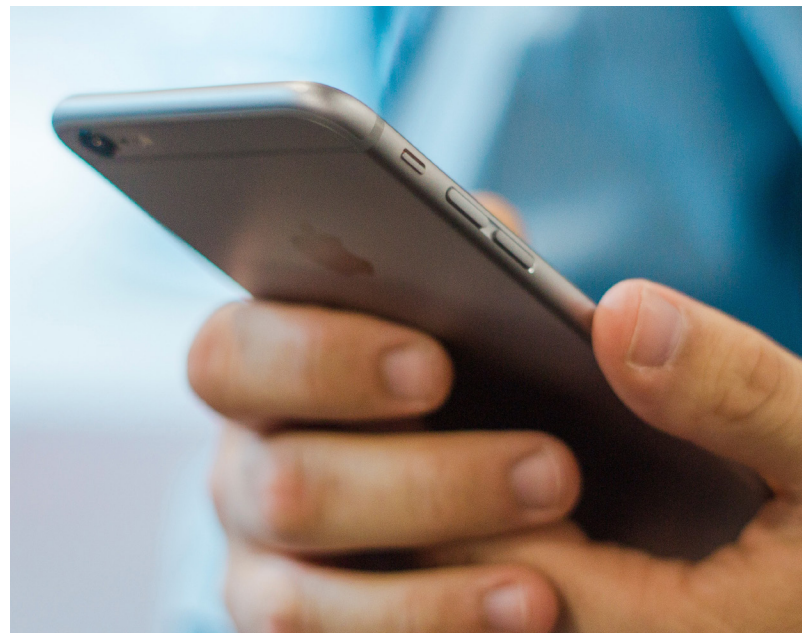
- **Support for Complex Orders:** Easily handle half-and-half pizzas, build-your-own options, and advanced coupon logic
- **Seamless POS Integration:** Ensure accuracy and avoid customer follow-up calls with real-time synchronization for prices, coupons, and out-of-stock items
- **Sales-Boosting Features:** Upsell prompts, loyalty programs, email opt-ins, and time-based deals like “happy hour” pricing help drive higher ticket values and repeat orders
- **Branded Experience:** Generate a custom online ordering website that matches your brand, and functions flawlessly on any device, building trust and familiarity

A powerful, integrated ordering system goes beyond simplifying ordering. It makes delivery faster, more accurate, and more profitable.



Choose the Right Pricing Model

Many restaurants get locked into POS contracts with providers that charge a percentage per online order. As online sales grow, these fees can eat into profits. Instead, look for a provider with a low, fixed monthly cost and no transaction fees, so your earnings grow along with your sales.





Automate Third-Party Orders with SpeedLine Marketplace

Third-party delivery platforms like Uber Eats, DoorDash, and Grubhub are essential to staying competitive, but juggling multiple tablets and manually entering orders into the POS slows service and increases mistakes.

SpeedLine Marketplace eliminates the chaos. It automatically pulls orders from the third-party platforms and funnels them directly into your POS, where they print in the kitchen just like any other order. No more frustrating tablet overload, copy-and-paste errors, or extra labor.

The result? Faster service, fewer mistakes, and more time for your staff to focus on customers, especially during peak hours.



Streamline Phone Orders with POS Smart Tools

Phone orders still play a key role in building customer loyalty, and great service makes all the difference. Integrated Caller ID lets staff greet callers by name, instantly access order history, and quickly repeat previous orders with just a few taps. Need to check or make a quick change to an order? Caller ID makes it fast and hassle-free.

Pair that with Conversational & Voice AI Ordering, and you create a natural, efficient experience both in-store and over the phone. Staff are not forced to follow a strict sequence. They can enter orders exactly as stated by the customer. It's faster to use, easier to train, and builds customer satisfaction. Whether the customer starts with the size, crust, toppings, or modifiers, your staff can enter them as they hear them instead of interrupting the customer to follow a rigid button sequence.

Built-In Prompts Improve Accuracy

Few things frustrate customers more than receiving the wrong crust, dip, or dressing. A smart POS helps prevent these mistakes by prompting staff to confirm key details, such as crust type for pizzas or dressings for salads, before sending the order to the kitchen.

Ingredient Visibility Made Easy

When customers ask, "What's on that pizza?" your staff should have the answer instantly. SpeedLine displays toppings visually, so tapping a menu item like "Hawaiian Pizza" highlights its ingredients (ham, pineapple, mozzarella, and sauce), making it easy to answer questions on the spot.

SpeedLine POS also allows customized pop-up notes with additional info, such as allergens, organic ingredients, or preparation details, accessible with a quick tap.





Simple Portioning for Complex Orders

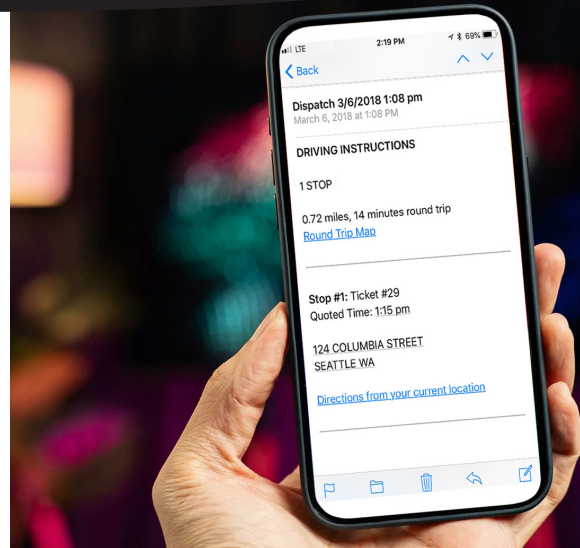
Portion control is key for pizza. SpeedLine makes portion control easy with intuitive buttons to assign toppings to half-and-half pizzas on the order screen.

Faster Custom Orders

For build-your-own pizzas, subs, and sandwiches, SpeedLine lets you set default items and quantities so staff can skip unnecessary steps during ordering. Over a busy day, these small time savings can add up to hours.

Speed Notes & Delivery Instructions

Ensure accuracy and a smooth, seamless delivery with SpeedLine's built-in notes and delivery instructions. You can add item-specific or ticket-wide comments using pre-set buttons like "don't cut" or "bake lightly" for fast, one-touch entry. Tap the Notes button on the menu screen to add item notes, or on the Full Review screen to add order-wide instructions like "Bring change for a \$50 bill."



Add driver instructions directly to the customer's profile. For example, gate or building codes, preferred entrances, delivery tips, or "has dog, white house". These print clearly on the ticket so drivers can find the customer easily, even in low light. You can also keep your customers updated by automatically sending a text or email when the driver is on the way.

Customer Ordering Checklist

Choose a web ordering system that:

- ☐ Fully integrates with your POS for real-time accuracy
- ☐ Supports complex orders like half-and-half or build-your-own items both online and in-store
- ☐ Brands your ordering site to reflect your restaurant's identity
- ☐ Enables upselling, loyalty programs, and email opt-ins to increase repeat business
- ☐ Avoids transaction-based pricing that scales with volume; opt for a flat monthly rate
- ☐ Funnels third-party delivery orders directly into the POS, no re-entry required
- ☐ Personalizes phone orders with Caller ID
- ☐ Uses POS prompts to confirm key order details
- ☐ Displays toppings visually to avoid confusion
- ☐ Adds pre-set notes quickly to capture customer preferences
- ☐ Stores delivery instructions in the customer profile for faster, more accurate deliveries



Help in the Kitchen

Route Orders Efficiently with Smart Kitchen Tools

Once an order is placed, it has to reach the right prep station fast. A delivery-focused POS with customizable ticket printing and routing ensures smooth communication and faster operations.

Item Routing (Make Routes)

Customize where each item prints or displays in the kitchen. Reduce confusion and eliminate the need to shout across the kitchen. With item routing, staff will only see what they need to prepare.

Organized Item Printing

Set your POS to print items in the order that works best for your team. With SpeedLine, you can group pizzas together and print toppings and modifiers in a consistent sequence (crust, sauce, then toppings) to speed up prep and reduce errors.



Delivery Labels

Prevent lost items with sticky labels printed directly from the POS. These labels adhere to delivery packaging and can be formatted to fit pizza boxes and other containers, keeping orders organized from kitchen to doorstep.

Kitchen Displays

Replace paper tickets with kitchen display screens for faster, more coordinated food prep. Integrated display software helps time items so meals are ready together and can even track speed of service to identify bottlenecks and improve efficiency.

Kitchen Helpers Checklist

- ☐ Route items to print only in the correct prep area
- ☐ Set the item print order on tickets to streamline preparation
- ☐ Print labels for packaging to avoid missing sides or drinks
- ☐ Use kitchen displays to track cooking times and reduce paper and printer costs





Dispatching Orders



Streamline Your Dispatch with Smart Mapping Tools

In a busy dispatch area, staying organized is vital to maintaining accuracy and meeting delivery times. Mapping tools in your point of sale will keep operations running smoothly, reducing confusion and late deliveries.

Digital Mapping

A delivery-focused POS should feature a digital map that shows all active delivery orders, helping dispatchers quickly group and assign deliveries by simply touching pushpins on the map. This makes the dispatch process faster and more efficient.

Route Optimization

Mapping tools also allow dispatchers to track mileage and ensure drivers follow the most efficient route, minimizing detours, speeding up delivery times, and controlling costs.

Live Dispatch View

Using a big-screen TV to display a digital map provides a real-time view of deliveries and zones for the entire team, replacing outdated paper maps and improving communication across staff.

Dispatch Alerts for Real-Time Monitoring

Stay on top of your delivery operations with real-time dispatch alerts that highlight potential issues. Color-coded indicators on the dispatch list and map show when orders are waiting too long in the kitchen or when drivers are running late.

Delivery Performance Tracking

Monitor delivery stats throughout the shift to quickly identify when additional drivers are needed, or when it's time to send someone home. You can also spot drivers making unnecessary stops, allowing for quick corrective action.



"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.

Driver Return Estimates

Managers and dispatchers can see when drivers are to return, factoring in current traffic conditions. This helps ensure orders are timed perfectly, so they're hot and ready when the driver arrives.

DoorDash Drive

Summon a DoorDash Driver to Help

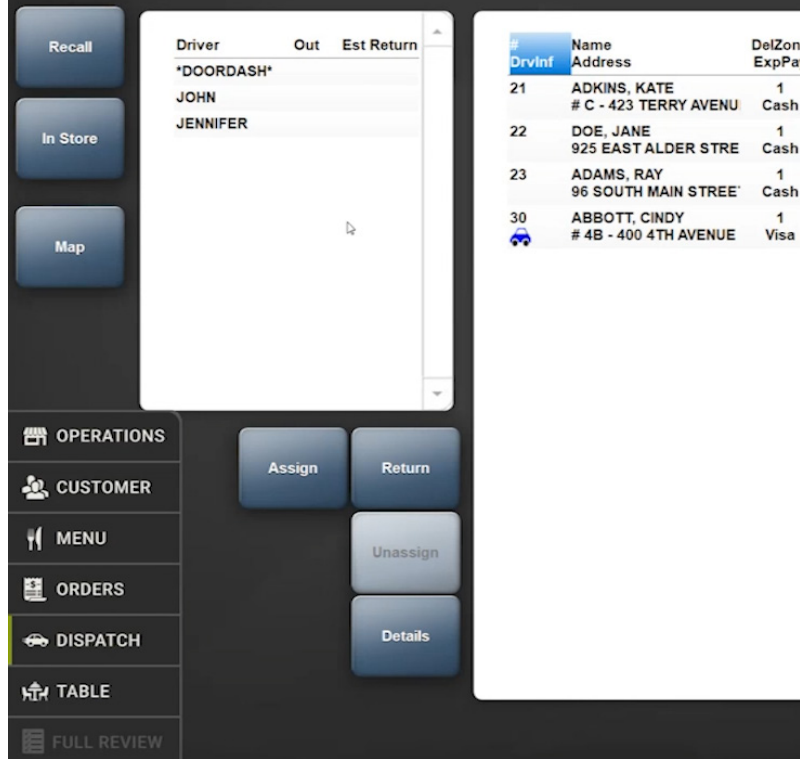
Staff shortages can leave customers waiting, but an integrated POS system can quickly solve this issue by connecting to third-party delivery services. With SpeedLine's DoorDash Drive integration, staff can assign deliveries to a DoorDash driver directly from the Dispatch screen.

Seamless DoorDash Drive Integration

When an in-house driver is unavailable, staff can send a request for a DoorDash "Dasher," who will provide estimated pickup and delivery times along with the fee amount.

DoorDash Drive Approval & Tracking

Once the request is sent, staff can approve or cancel the assignment. After pickup, the DoorDash portal allows staff to track the driver's location and delivery status in real-time.



Fully Customizable Ticket Lists

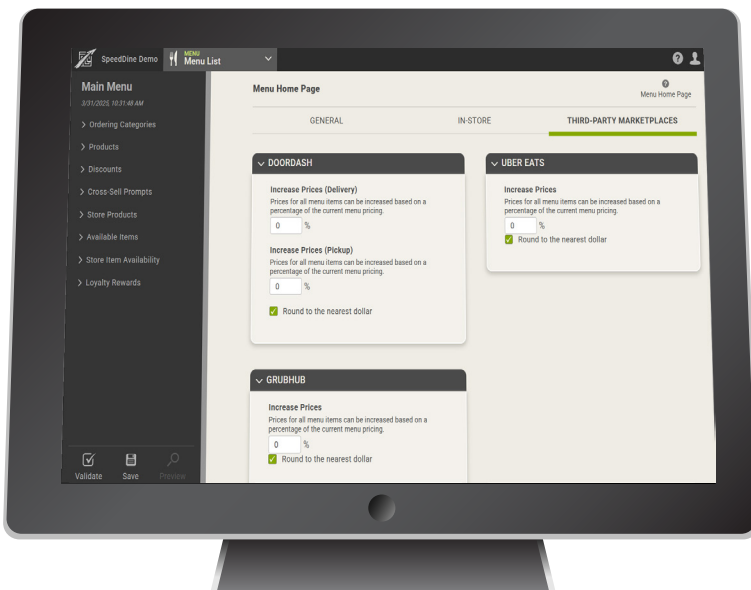
Don't settle for a one-size-fits-all POS. SpeedLine allows you to fully customize the delivery ticket list, so you can display important details like elapsed and quoted times, coupons, side items, special notes, and more, tailored to your business needs.

Dedicated Dispatch Stations

In a fast-paced pizzeria, every second counts. By reducing even a few button clicks, your POS can save hours of labor each week, lowering costs and speeding up service. Set up a dedicated dispatch station with SpeedLine, where one monitor shows the dispatch ticket list and another displays the map, all without needing to log in.

Directions Sent to Drivers' Phones

After assigning an order to a driver, SpeedLine can send accurate address details to their smartphone, ensuring your drivers have hands-free navigation for efficient and timely deliveries.





Dispatching Checklist

- ☐ Group orders by touching pushpins on a live map
- ☐ Optimize dispatch efficiency with delivery and return times based on real-time traffic data
- ☐ Monitor orders to quickly spot any that are sitting too long or when drivers are running late
- ☐ Track expected driver return times using mapped routes and traffic updates
- ☐ Customize the dispatch screen ticket list to fit your specific operations
- ☐ Set up a dedicated dispatch station with a map on a second monitor for better workflow
- ☐ Auto-send ticket details and directions directly to drivers' smartphones when orders are assigned

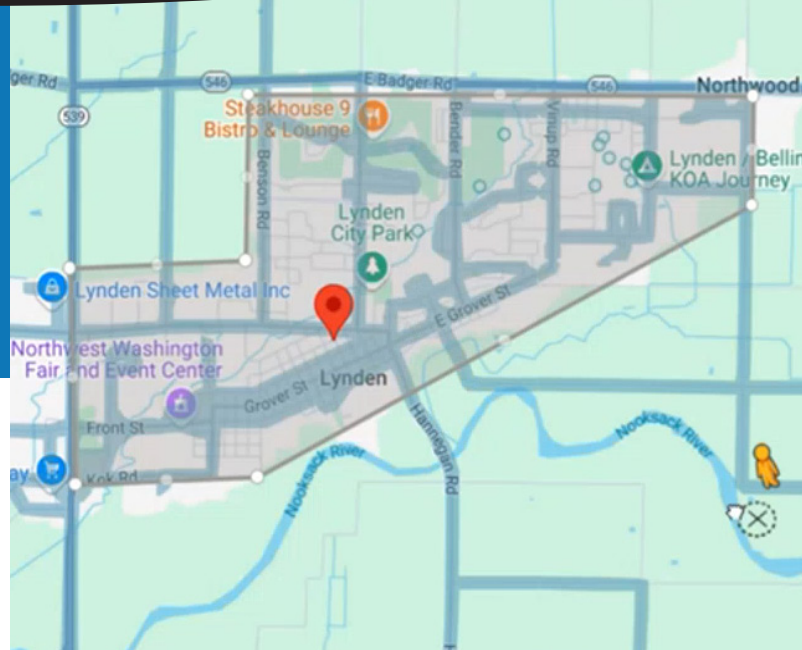


Delivery Zones

Maximize Revenue with Custom Delivery Zones

If you're not using delivery zones, you could be losing significant revenue due to inconsistent delivery fees or charges that are too low to cover expenses. Your POS can help optimize this. With SpeedLine, you can easily create and adjust delivery zone boundaries by adding or dragging points on a map.

Once set, you can configure zone-specific fees, delivery charges, minimum charges, and quoted time adjustments. The system automatically applies the delivery charges for each delivery address based on the zone that it falls within.



Expand Delivery to Under-Served Areas

Consider expanding your delivery zones to include more customers. For example, if your current delivery area is within three miles, expanding to six miles can significantly increase your potential market. Naturally, longer deliveries should come with higher charges, which you can easily set in your POS. Customers in these areas will appreciate the expanded service and may become loyal regulars.

SpeedLine even lets you create zones without fixed boundaries for special cases, like large orders to addresses outside your normal delivery range, which managers can approve.

Know Your Costs and Adjust Prices

To set the right delivery charges, you need to know your actual delivery costs, including driver wages, vehicle expenses, pizza bags, boxes, and insurance. One way to recover delivery costs is by adjusting menu prices. For instance, Lexy Frautschy, owner of Ian's Pizza in WI, notes, "By tracking our best-selling pizzas and restructuring our pricing with SpeedLine, we reduced our food cost from the mid-thirties to the low twenties."





Increase Delivery Charges to Cover Your Costs

Instead of raising menu prices, some operators, like Diana Cline, owner of Diana's Cucina and Lounge in Winnipeg, prefer adding a delivery charge. Diana explains, "Before we used SpeedLine, we guessed delivery fees based on the area. But with SpeedLine, we set delivery zones and charges in the system. Now, it's automatic: just press 'Delivery,' and the correct charge is applied. Customers appreciate not being overcharged, and we're now collecting an extra \$40K annually in delivery fees."

Set a Minimum Delivery Charge

To ensure profitability on long-distance deliveries, set a minimum charge for distant zones. Your POS can block orders under this threshold, requiring a manager override for exceptions. This helps you avoid losing money on small orders from zones that are farther away.



Direct Your Customers to the Nearest Store Location

If you operate multiple stores, SpeedLine can import delivery zones from nearby locations, displaying the closest one with the store ID. For phone orders, a message appears on the POS showing the phone number of the closest store, making it easy for staff to redirect customers.

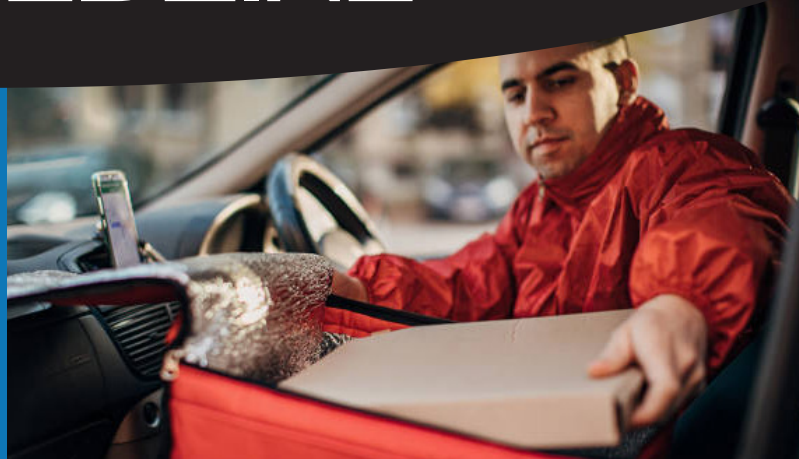
For online orders, SpeedLine will suggest the last store the customer ordered from, or, if there's no history, the nearest one. Customers can also choose their preferred store from a list.



Delivery Zones Checklist

- ☐ Calculate true delivery costs by including all related expenses before setting prices and delivery fees
- ☐ Define clear boundaries for each delivery zone
- ☐ Assign driver fees, delivery charges, and time adjustments for each delivery zone
- ☐ Activate alternate store referral to direct customers to their nearest store if you have multiple locations
- ☐ Create delivery zones to serve customers that are farther away, with minimum charges and delivery fees to ensure profitability

Driver Management



Managing drivers ensures efficient deliveries. A POS built for delivery provides essential tools to:

- Create and enforce driver schedules without the guesswork
- Decide when to send drivers home or call in more drivers
- Track driver routes and return times to optimize deliveries and keep orders going out the door
- Pay drivers based on distance traveled and out-of-store rates
- Monitor driver license and insurance policy expiry dates
- Ensure driver safety by limiting deliveries after dark or to specific zones
- Detect and prevent driver cheating

Scheduling

Avoid idle drivers or over-staffing with labor and forecasting tools. By analyzing historical sales, you can forecast demand, create efficient schedules, and receive staffing recommendations based on sales predictions. You can even enforce schedules, preventing unauthorized early clock-ins without manager approval.

Maximize labor efficiency by ensuring drivers don't sit idle between runs. When drivers return, have them assist with tasks like cleaning, preparing marketing materials, or updating customer information.

Labor Cost Monitoring

Monitor store labor costs by showing sales and labor as a percentage of revenue on your reports. Adjust staffing as needed to reduce costs and optimize performance.

Driver Return Times & Control

Track driver return times based on their route and traffic conditions. Alerts show when drivers are overdue, ensuring timely delivery. To prevent misuse, the system can compare actual mileage with odometer readings, ensuring drivers follow assigned routes.

Allow different pay rates for in-store vs. delivery work and help track workers' compensation premiums, ensuring compliance with local regulations.

Driver Safety Features

- **Caller ID Integration:** See who's calling and their details before answering. Verify suspicious orders for safety
- **Address Validation:** Prevent drivers from delivering to invalid addresses
- **Cash Limits:** Limit how much cash drivers carry before requiring them to drop it off, reducing the risk of theft
- **Restricted Delivery Zones:** Mark unsafe areas as "limited delivery zones" after dark to improve driver safety



Accurate Driver Reporting

Monitor driver performance by reviewing delivery reports. Watch for patterns such as rapid delivery returns or inconsistent departure times to ensure data accuracy so you can take corrective action when necessary.

Delivery Performance

10138 - Seattle

Today (May 15, 2025)

This report is current as of 8:43 am.

Ticket	Driver	Order Time	Disp. Time	Return Time	Disp. Min.	Drive Min.	Del. Min.	Quoted Min.	Early Min.	Late Min.
1 (206) 546-7664	JENNIFER	2:03p	2:39p	2:59p	36.2	14.4	50.6	35		15.6
2 (206) 546-4900	JENNIFER	2:42p	2:59p	3:05p	16.6	5.9	22.5	35		12.5

Tickets marked with "L" were delivered more than five minutes late.

Tickets marked with "X" were quoted at 75 minutes or more and are excluded from the summary.

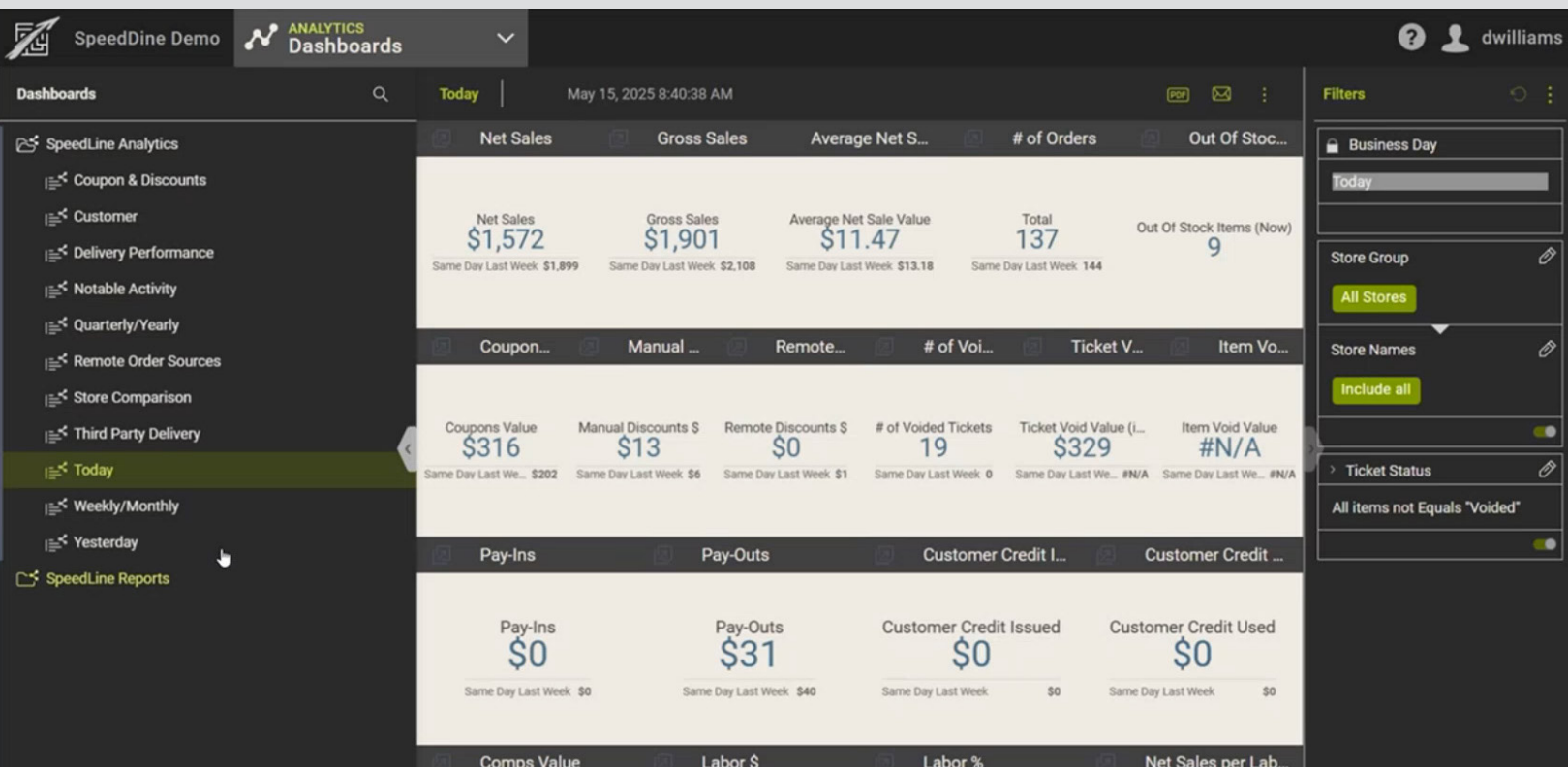
Tickets marked with "V" were voided and are excluded from the summary.

Tickets marked with "O" were submitted through SpeedLine Connect.

Tickets marked with "D" were deferred and are excluded from the summary.

Driver Management Checklist

- ☐ Break down your sales forecast by hour and order type to determine staffing needs
- ☐ Assign drivers non-delivery tasks when not busy (such as cleaning or prepping)
- ☐ Monitor labor reports throughout the day and adjust staffing as needed
- ☐ Pay drivers based on mapped route distance
- ☐ Track in-store vs. out-of-store hours to adjust pay (like tipped minimum wage)
- ☐ Ensure the system tracks driver license and insurance validity, preventing clock-ins if expired
- ☐ Use Caller ID to screen prank calls and mapping software to validate delivery addresses
- ☐ Limit how much cash drivers carry and restrict deliveries to high-crime zones to daylight hours for safety
- ☐ Review delivery reports to detect potential cheating by drivers or managers





Customer Communication

Texting with (888) 400-8198 (SMS/MMS)

SUKANYA, Your delivery order has been assigned to a driver.
Driver: JENNIFER, Estimated arrival time: 3:49pm
Order Total: Subtotal 12.00
Delivery Fee 5.00

Meeting promise times for deliveries is crucial for achieving customer satisfaction. The delivery time you promise at the point of order sets expectations and impacts performance metrics. Accurate promise times are essential, and pizza-specific POS systems like SpeedLine ensure they account for variables like order volume, staffing, and traffic. SpeedLine offers several ways to manage promise times:

- Add auto-calculated quote times adjust for volume, staff shortages, or maximum delivery limits
- Manually set an average time for all orders and adjust as needed
- Make on-the-fly adjustments to quoted times during peak hours or for unexpected events
- Add prompts for order takers/managers to set delivery times based on current conditions
- Adjust quoted times for delivery zones to reflect distant zones or peak traffic hours
- Adjust quoted times for larger orders (for example, add 15 minutes for orders over \$74)
- Send delivery confirmation messages, notifying customers of any delays to manage expectations

SpeedLine can automatically send an updated ETA once the order is dispatched, factoring in real-time traffic conditions. If you're using SpeedLine LiveMaps, the ETA is based on the optimal delivery route. Additionally, the message can include useful links, such as special offers, your online ordering site, or social media.

Customer Communication Checklist

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



Delivery Payments



Enhance Customer Service with Mobile Payments

Offering more payment options boosts customer satisfaction and attracts more customers. Allowing delivery customers to pay by credit card at the door provides convenience and security, while also saving your business money on card processing fees and reducing chargebacks, including those from online orders.

When using SpeedLine MobilePay with SpeedLine Payments, no credit card information is stored in the POS, either in-store or online. Drivers use the SpeedLine MobilePay app paired with a mobile EMV card reader to securely process payments at the customer's door. This method allows for lower card-present processing rates, saving up to 40% on fees. Additional benefits include:

- Protection against counterfeit card fraud
- Acceptance of contactless payments (Apple Pay, Google Pay)
- Pre-set tip options for easy and fair driver compensation
- Acceptance of credit, debit, and supported gift cards
- Reduced PCI scope and lower compliance costs

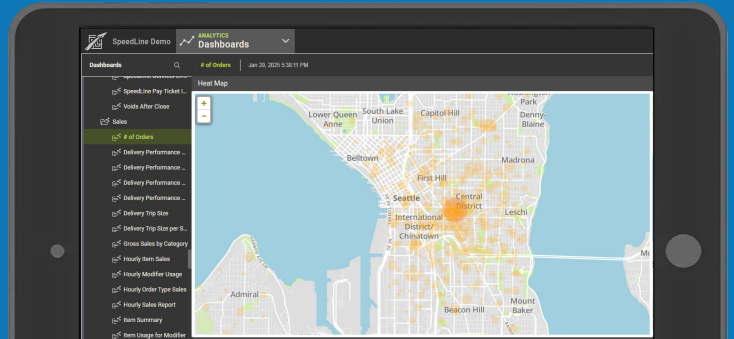
How SpeedLine MobilePay Works:

1. Send drivers with a mobile phone or tablet loaded with SpeedLine MobilePay, as well as a mobile EMV card reader.
2. At the customer's door, the driver scans a QR code on the delivery slip to send ticket information securely to the app.
3. The customer uses the phone or tablet to add a tip and confirm the total.
4. The app encrypts the payment information and sends it to the processor for approval.
5. Once the payment is approved, the total amount for the order is shown.
6. When the driver returns, all payments synchronize with the POS, and the system sends an email receipt to the customer.

By accepting payments at the door, your business gains the dual benefit of enhanced customer convenience and significant savings.



Performance Reporting



“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.

Optimize for Peak Performance

Tracking delivery performance helps streamline operations. With SpeedLine Analytics, managers can monitor real-time data to identify issues or areas where labor savings are possible. The Delivery Performance dashboard provides key statistics in various formats including indicator values, bar charts, line graphs, and pie charts, offering insights at the store, regional, or chain-wide level. Get alerts when metrics like average delivery time exceed set thresholds and export data for in-depth analysis.

Key performance metrics to track and manage include:

- **% of Late Deliveries:** While perfect on-time delivery is ideal, it's important to set an acceptable late percentage and monitor it regularly. Track the percentage by time period for scheduling adjustments
- **Out-the-Door (OTD) Times:** Long OTD times may indicate inefficiencies in the kitchen or staffing issues. Set a goal for average OTD time and monitor performance
- **Average On-the-Road Time:** High on-the-road times may suggest drivers are taking more orders than they can manage. Adjust by setting a maximum number of tickets per run in your POS
- **Wait Time Between Runs:** Idle drivers cost money. Analyze wait time and OTD times to determine whether you need more kitchen staff or additional drivers
- **Driver Mileage:** Track driver odometer readings at the end of each shift. Comparing this with mapped route distances helps ensure efficient routes and prevent excessive mileage
- **Coupons and Credits Post-Delivery:** Monitor to detect potential abuse of coupons by drivers
- **Delivery Time Accuracy:** The delivery performance summary should show whether drivers are consistently delivering within five minutes of the promised time
- **Hourly Sales by Order Type:** Understand peak times for delivery sales to better allocate resources
- **Third-Party Delivery Orders:** Use the SpeedLine Remote Order Sales Summary to compare third-party orders from services including DoorDash, Uber Eats, and Grubhub



Have Questions? Talk to an expert!

SpeedLine Payments

SpeedLine Payments uses a mobile app and Bluetooth EMV card reader to accept payments at the customer's door, curbside, on a patio, or tableside. It's a 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-present processing fees and reduced chargebacks.

LiveMaps

Always charge the right delivery fees with custom delivery zones. Need changes? Just click and drag to adjust zone boundaries at any time. When an order is placed, LiveMaps will auto-assign the customer to a zone based on address, and charges the specified fees for that zone. Detailed reporting tracks delivery performance and optimizes zones over time.

Visual Dispatch

Viewing delivery drivers from a map view is simply more intuitive than looking at a list of orders on a screen. Dispatchers can easily group orders together for delivery by touching pushpins on the map, and estimated return times are displayed on the screen. This streamlined view helps dispatchers boost efficiency and keep deliveries on time.

