

pesapal

Payments Anywhere, Anytime

# THE RESTAURANT HANDBOOK

Reengineering Restaurant Service for Digital Optimization



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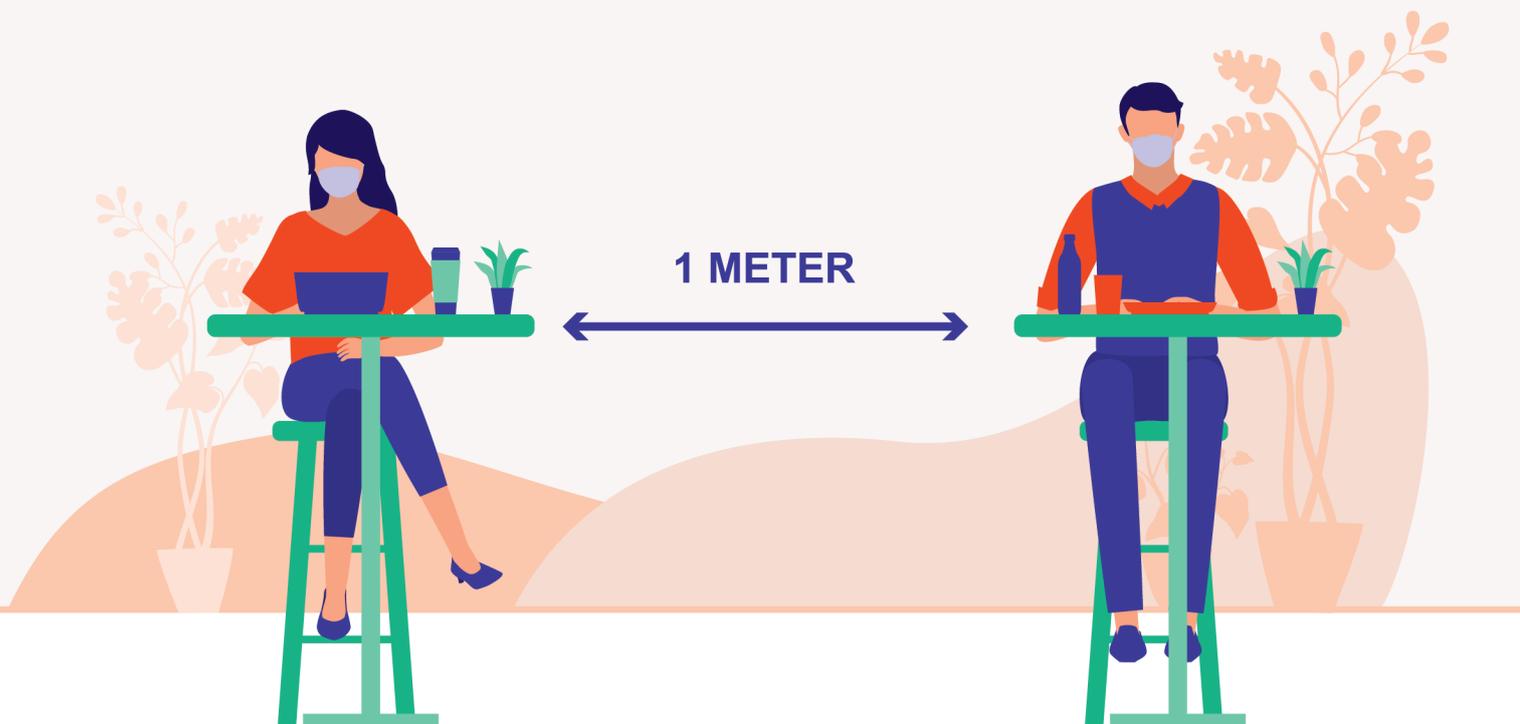
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# THE EVOLUTION OF THE RESTAURANT INDUSTRY

Long gone are the simple days when restaurateurs would rely on word of mouth, prime location and good food to naturally acquire new customers. The dynamics of running a successful business now range from how to restart restaurant service safely while complying with the need for social distancing, to addressing the sustainability of a restaurant's business model.

To use the analogy of an earthquake, the restaurant industry can be assessed in 3 phases:

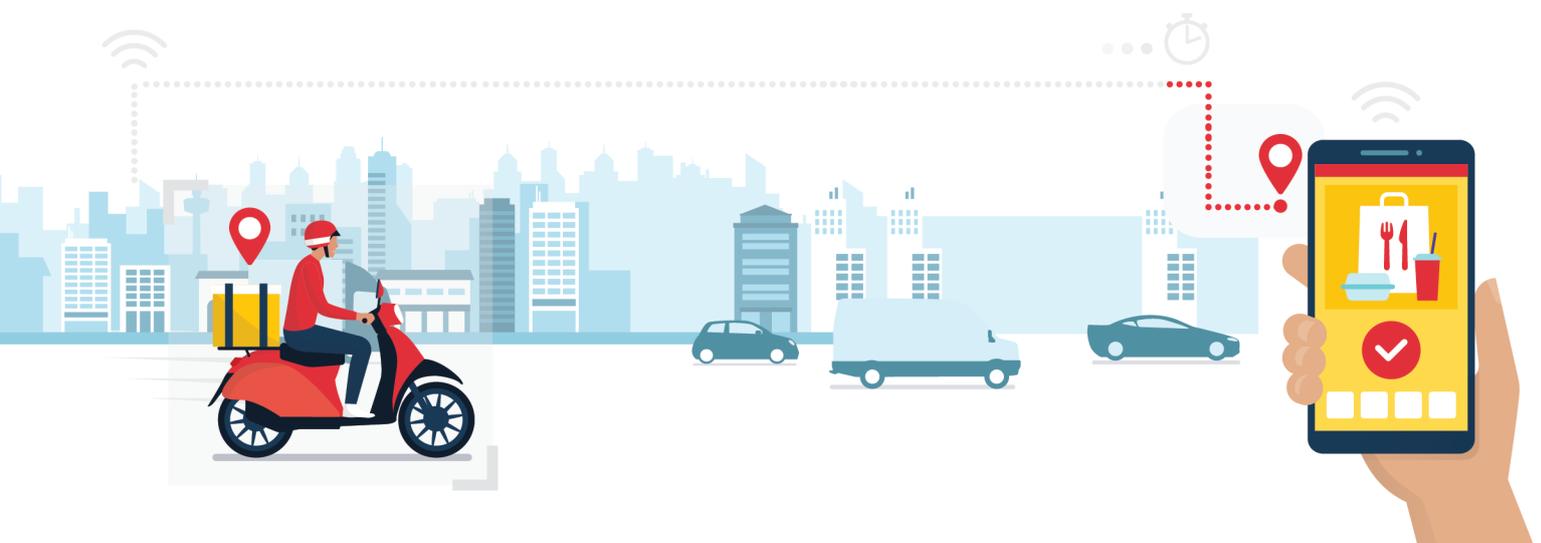


## 1. Foreshock - Food Delivery Aggregators.

Apps like Jumia Food, Glovo & UberEats revolutionized the restaurant business by taking on the logistical nightmare and marketing costs that small eateries couldn't afford. Being present on these third-party platforms meant new potential customers for restaurants but at a hefty price.

## 2. Main Shock - COVID-19 Lockdown.

Following the months of stay-at-home orders and restricted mobility, restaurants had to close their doors or offer take-out meals only. Consumers enjoyed take-out as a break from home-cooked meals. At the tip of many restaurant owners' minds was therefore how to market directly to their customers. Needless to say, the food delivery aggregators had deprived the restaurants of the customers' details which they could have used in order to push for more sales. Additionally, the new delivery-only operational model meant having to quickly figure out how to reach more customers to meet the same level they had when open for dine-in.



### 3. Aftershock - Prerequisites for Restaurants During COVID-19 Pandemic.

Before customers return to enjoy the dine-in experience that they have missed, restaurants have the opportunity to set a new online standard through greater transparency, ease, and convenience of ordering, enabled by technology.

The question then remains how will restaurants meet their online customers' needs in new and innovative ways, in order to deliver a flawless take-out experience via their website?

This handbook educates on the use of Pesapal's tools, particularly **Reserveport**, and services in the restaurant sector. By reengineering the dine-in and online ordering infrastructure, a restaurant can optimize their service resulting in positive customer experience.

What you'll learn on this handbook:

-  **1** How to enhance the dine-in experience with innovative tools
-  **2** Ideas for advancing your restaurant's online and social media presence
-  **3** Ways of building a cost-effective marketing strategy with a lean team

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# How to Enhance the Dine-in Experience with Innovative Tools

Most restaurant businesses are still feeling the after effects of the extended period of closures. The situation however, offers opportunity as well as a challenge for restaurants to cater to the needs of their customers in a safe and secure environment.

For Reserveport by Pesapal, 2021 is about setting a new rhythm. The innovations will enable restaurateurs to deliver seamless experiences that promote familiarity, trust and ease of ordering food in-house or online.

The screenshot shows the Reserveport website interface. At the top, there is a navigation bar with the Reserveport logo and menu items: Hotels, Restaurants, Airlines, Activities, and Blog. On the right side of the navigation bar are 'Log In' and 'Get Started' buttons. The main banner features the text 'RESTAURANTS Online Ordering And Payments' and a sub-headline: 'Drive more direct sales with your own online food ordering platform integrated with logistics partners and reduce the cost of acquiring customers through online deliveries.' Below this text is a 'Learn More' button. The banner also includes an image of a computer monitor displaying a POS system interface and a pesapal payment terminal. Logos for ORACLE HOSPITALITY and GAAP POINT OF SALE are visible at the bottom of the banner.

Artcaffè

**URBAN**  
BURGER • SPORTS • BEER

**WINGS**  
LIGHT TASTY GREAT DEAL

**MAMA**  
**AVAYA**  
**ROCKS**  
GOURMET BURGER

**Tin-Tin**  
RESTAURANT  
BAR & BQ

**JAVA**  
TRUST

## Get More From Oracle Hospitality

Reserveport has achieved Oracle Validated Integrations to drive real-time Bookings, Orders and Payments for Hotels and Restaurants.

**ORACLE**  
HOSPITALITY  
Validated Integration

**Opera**

**ORACLE**  
micros

## CHAPTER 1.01 : Five Strategies to Increase Restaurant Dine-In Sales

In the current business situation, the goal is to survive. For customers however, the ideal is to be safe. Merging the two is a milestone to reopening successfully. So to cope and not get muddled, here are some strategies restaurants of all sizes could implement:

- **Kick-start with a reopening campaign.**

Run promotions on certain menu items such as sides or a free drink for every meal bought. Use your social media platforms to advertise the offers you have and get customers through your doors again.

- **Create and share your own safety guidelines.**

Use video marketing to display the protocols in-place by chefs, waiters and even the social distancing of the seat arrangement.

### ■ **Have a Mobile-friendly Website.**

Advertise your website on your social media channels and newsletters. Ensure your website has all the information regarding your opening hours, safety guidelines, updated menu with discounted prices.

### ■ **Events Hosting for Corporations.**

Whether it's a company launching a new product or a small gathering such as families, this is a sure way of leveraging on a bigger platform for press. Encourage social media sharing with tagging of your page. Don't forget to ask for a review on the popular Google My Business or on Facebook profiles.

### ■ **Partner with Delivery Platforms.**

Companies such as Sendyit and Glovo are the best to widen your customer base.

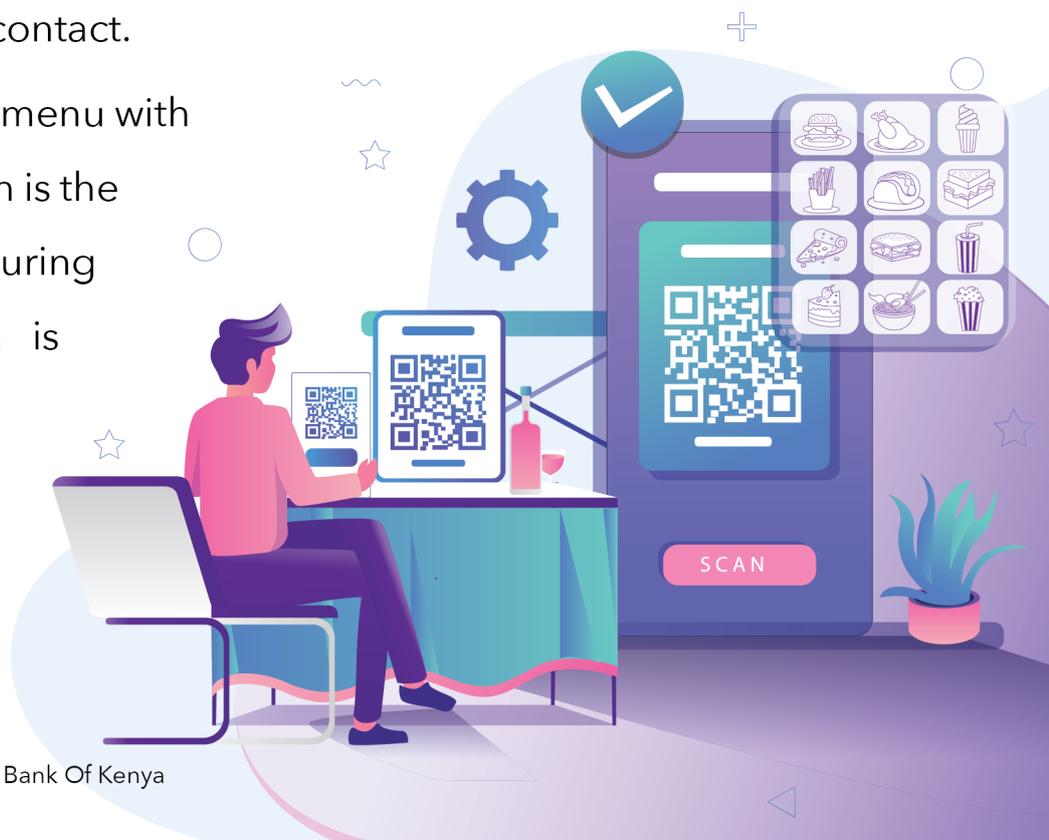
## CHAPTER 1.02 : Personal Devices and The Restaurant Experience

More than one year into the pandemic, we realize how the crisis has sped up the adoption of digital technologies by businesses and consumers.

After months of online shopping and food ordering, customer behaviour (and expectation) is to use their personal devices when dining out. It is no wonder that the restaurant owners are rethinking the role of digital technology in their business. The aim, should therefore be, to make the entire eat-in process contactless, so customers can feel safe. Simply put, implementing an in-house digital menu.

As such, with Reserveport for restaurants, the innovation of the offering is to digitize the entire dine-in process with custom-design QR Codes. Therefore from ordering to even paying in house, your customers can conveniently and securely use their smartphones hence minimal physical contact.

A QR code based digital menu with an online ordering option is the new talk in town. Ensuring your restaurant's menu is mobile-friendly with a legible font will have you standing out from the competition.



Moreover, the entire platform is connected to your analytics dashboard such as Google Analytics & Oracle POS. The integration to real-time data & insights enable restaurateurs to optimize menu performance and inventory ordering.

## **CHAPTER 1.03 : Improving the Table Turnover Rate**

A table turnover rate is a metric used to determine the average amount of times a seat will be occupied in a restaurant during a meal period. It is calculated by dividing the number of parties served by the number of tables. The more turns you have, the more likely you are to generate better revenue.

By working with restaurants in the last 3 years, here are tips to improving the table turnover rate:

- *The first experience from the time the guests walk in sets the pace. Greetings at the entrance with questions like “if they have a reservation” or the expected number of diners help the waiting staff.*
- *A QR code on the table with a well-designed menu including the chef’s special and the day’s promotions go a long way in reducing the time customers take before ordering.*
- *For repeat customers, you can make them feel special by asking if they’d like the usual or suggest a similar alternative.*

- *For restaurants within hotels, turn to technology to offer personalized experience to your guests. A hotel's PMS and an integrated restaurant management system can help you not only streamline operations but also store guests' preferences. As such, serving more guests without the walk-in customers feeling neglected.*

“

*A QR code based digital menu with an online ordering option is the new talk in town. Ensuring your restaurant's menu is mobile-friendly with a legible font will have you standing out from the competition”.*

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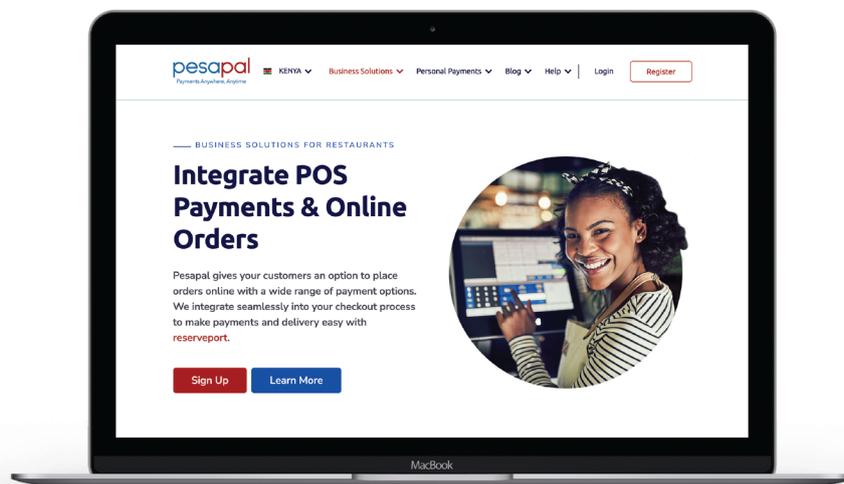
# Ideas For Advancing Your Restaurant's Online Sales

Regardless of the novelty of your restaurant business, there are quite a number of tips and tricks that you can use to attract more people online.

*According to a study by Statista, the online food delivery segment is expected to show a revenue growth of 12.7% in 2022. Surprisingly, Africa's largest segment is Restaurant-to-Consumer (rather than Platform-to-Consumer) Delivery with a projected market volume of US\$1,175m in 2021. It, therefore, would make sense to establish your restaurant's website in order to gain a competitive edge.*

## CHAPTER 2.01 : Streamlining the Take-Out Experience

Since Pizza Hut launched the first-ever pizza online order back in 1994, the online food delivery business has consistently seen an upward trajectory. Having a [website for your restaurant business](#) creates a brand presence in every part of the world.



# 5 main reasons of owning an online food ordering platform include:



Increased direct sales Pesapal's solution for restaurants include an online food ordering platform integrated to your POS and logistic partners.



Convenience is another main reason to have a website from which customers can order. Not only do customers save time, but they can choose from a variety within one page as well as opt to have their payment details stored.



Menu management where you can update promotions such as festive menus, lunch deals, combo packs, and even happy hours.



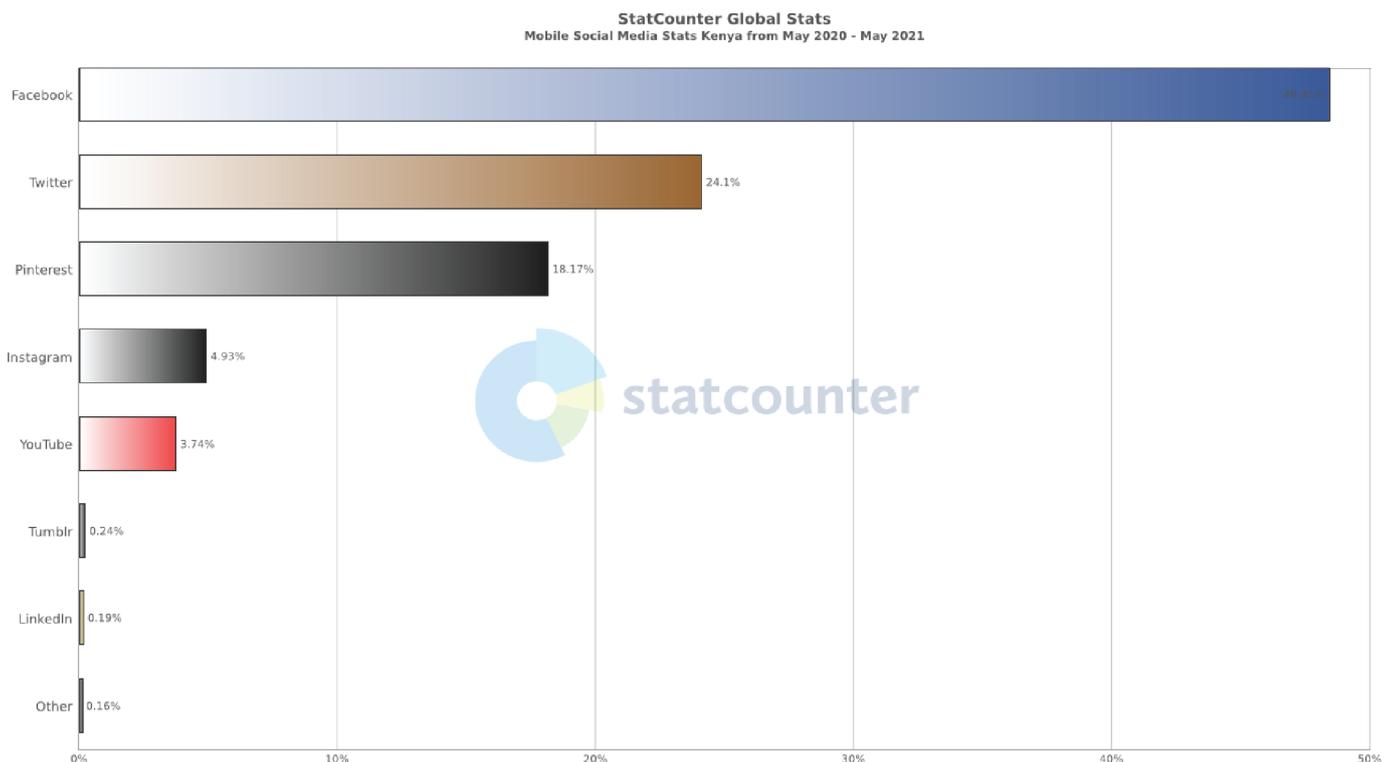
By partnering with Reserveport by Pesapal, you get a mobile-friendly website for your restaurant. A responsive design to display your information seamlessly on a mobile phone places your business at a significant advantage as most food orders are placed via smartphone.



People are searching "restaurants near me" on Google, can you be found? With over 60 million monthly searches on Google with a variation of "restaurant + city", a brand website and listing on Google My Business will make you discoverable to hungry diners.

## CHAPTER 2.02 : Begin with Social Media Marketing

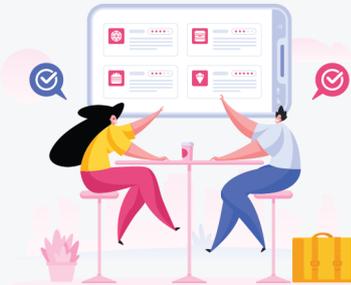
By studying social media stats in Kenya over 12 months, we learn the most powerful arsenal is having a presence on Facebook followed by Twitter.



The thing is, most people usually have a favorite restaurant, while others come to a new place every so often to try out something interesting. Establishing a substantial presence on social media allows you to engage with your existing and potential customers. Having a business profile on the main platforms and sharing widely is but the beginning of creating a digital brand identity.

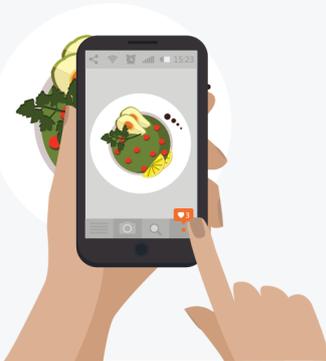
If you increase your table turnover rate, then you'll definitely attract more customers. So how should you leverage this wide foot traffic on your social channels?

1



Make it easy to share your digital menu by adding a share button on each of the categories. Of course ensure use of high-resolution images photographed for "the gram". Include the hashtag.

2



When it comes to food, Instagram is the King and Facebook is its Queen. How you present the food on the table will encourage your customers to take a picture to share.

3



Place equal importance to videos. For example a short slow-mo video of your chef kneading pizza dough, or a boomerang of a burger being flipped is highly shareable.

4



Give a try to Facebook Ads and Instagram Ads as well. Each of these ad platforms has its own unique features and target audience to gain maximum customers.

Here's a simple **4 step process** to boost your posts and offers on both Instagram & Facebook channels using one platform.

Just log into [Facebook Business](#) and follow each step. Once your restaurant page is connected, you can proceed to create targeted ads.

## I. Choose Campaign Objective

This is the most important step in setting up Facebook Ads. Choosing a campaign objective and conversions will target Facebook users interested in dining at your restaurant.

Create New Campaign ⓘ
Use Existing Campaign ⓘ

Campaign: Choose your objective.
Switch to Quick Creation

What's your marketing objective? [Help: Choosing an Objective](#)

| Awareness       | Consideration   | Conversion                                      |
|-----------------|-----------------|---|
| Brand awareness | Traffic         | <input checked="" type="checkbox"/> Conversions |
| Reach           | Engagement      | Catalog sales                                   |
|                 | App installs    | Store traffic                                   |
|                 | Video views     |   |
|                 | Lead generation |   |
|                 | Messages        |   |

## II. Create A Campaign by Entering The Campaign Name

Choose a campaign name that is easy to remember and track performance especially if it's a short-term campaign pegged to holidays like Easter or Valentine's Day.

Campaign Name

[Create Name Template](#)

Easter Campaign

### Special Ad Categories

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

No categories declared ▾

### Campaign Details

Auction

Campaign Objective

Conversions

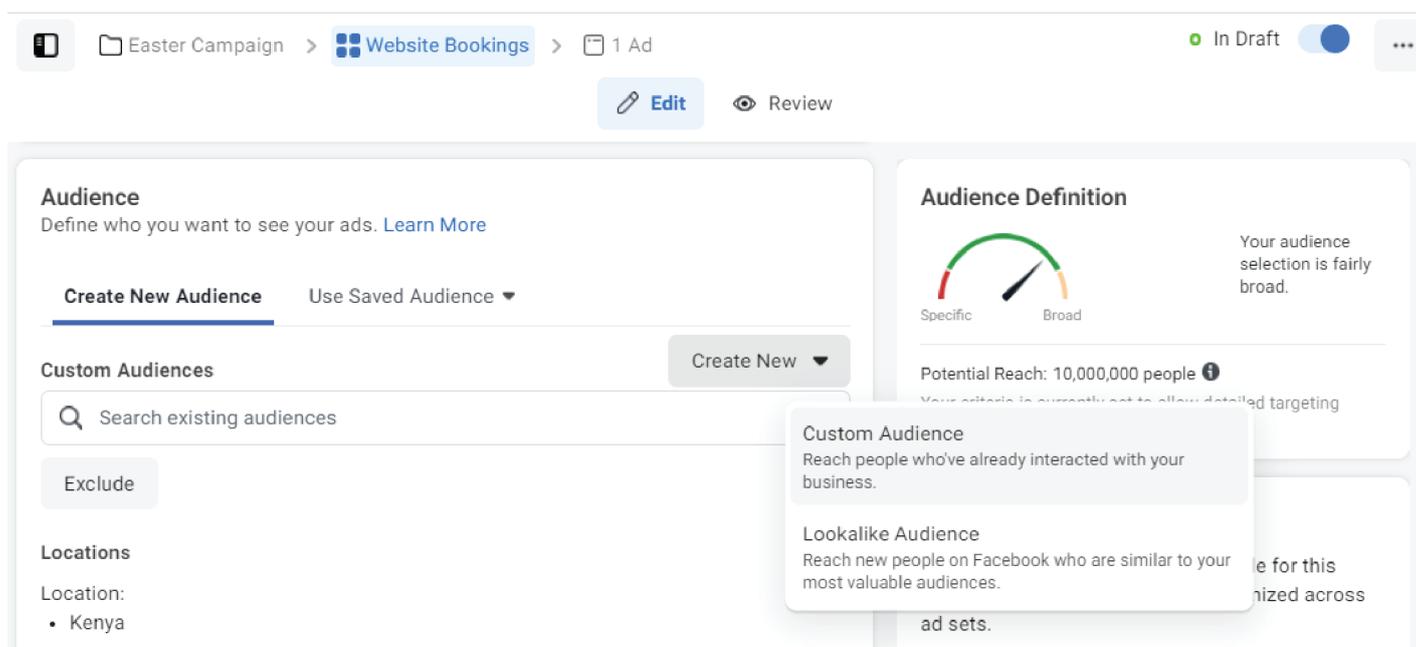
[Show More Options](#) ▾

### III. Set up Ad account

Define where you want to have the conversion - your website, your app or text you on messenger or WhatsApp. Driving traffic to your hotel's website is highly recommended, especially one integrated to your restaurant's POS to avoid missed orders and double entries.

### IV. Set up the target audience

Including a location in your Facebook ads will help as well. **Posts see 79% more engagement when a location is set.** Moreover, people find your restaurant when they look for images of your property or live in the vicinity and are looking to eventually reserve a table.

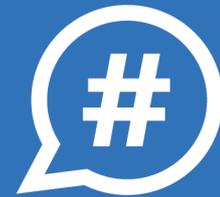


# How to widen your reach and engagement on Facebook Ads



**Have a wide variety of creative assets** not just images but also GIFs and videos

**Run a contest with a unique hashtag** to help you trend e.g. guess the ingredients correctly and stand a chance to win a meal for two.



**Take a pic of a famous person** (with consent) who visits your restaurant and tag his social account

**Hire a social media expert**



These strategies do take time to be effective but they yield long-term benefits.

## CHAPTER 2.03 : Register Your Restaurant on All Online Food Delivery Portals



*Websites like **UberEats, Jumia Food, and Glovo** are an excellent example of food delivery portals. They have been fulfilling consumer demand by listing and marketing a wide range of restaurants on their website and app.*

*By listing on 3rd party portals, you are open to accept and cater to all your online orders in real-time and even reach a wider clientele. Listing on these food delivery portals enables you to boost your sales as well as increase the reach of your restaurant albeit at a heavy cost of **20 - 25% commision**".*

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## Ways Of Building A Cost-effective Marketing Strategy With A Lean Team

Before running promotions, understanding who your target market is i.e millennials, the older generation, families with kids, or couples; is crucial to gaining the best business within a considerable time frame. Furthermore, word of mouth and social media platforms can dramatically increase your reach.

In working with restaurant businesses of all sizes across Eastern Africa, we have devised a long-term strategy that works for our merchants.

### CHAPTER 3.01 : Running Time-Limited Promotions

At a time where more people are drawn to the essential of living in the immediate, defined promotions can boost popularity when well executed. Creating a percentage discount for online orders or an additional item for guests with reservations creates a desired behavioural change.

For example, Artcaffe ran a 1-month promotion by discounting their 2kg cakes by 30% for online orders. They were therefore able to achieve an awareness about the efficacy of their online ordering platform as well as the variety of the cake menu.

With festivals such as Nairobi Burger Festival, customers jump in to try new burgers for up to 3 times during that week. Sampling restaurants with friends becomes the new norm without much consideration of the same food fatigue. Unsurprisingly given this festival where a wide pool of restaurants participates, is but once a year.

Distributing promotions across the year such as during special occasions such as Father's Day or Christmas is an equally effective strategy that pulls customers who may be looking to splurge more.

## **CHAPTER 3.02 : Engaging Influencers to Create a Brand Awareness**

The restaurant industry is the most scrutinized by regulators and customers alike; the devil is in the detail. One tiny mistake by the restaurant's waiting staff or even the marketing team and it shows up in the review section of the world's harshest critique - social media!

Food bloggers are a restaurant's best friend - impress them and you'll have their followers at your door! But what do most people consider before reviewing a restaurant?



- *Peer reviews on cleanliness, food quality and pricing*
- *Online reviews on Google, Social media and aggregators such as Yum & TripAdvisor*
- *Restaurant's website especially the images and imagined ambiance*
- *Convenience of payment methods accepted as well as online food ordering and take-away*
- *An active social media presence with images of real customers enjoying the food*

## **CHAPTER 3.03 : Creating a Practical Loyalty Program**

Restaurant dining or take-out is a desired product unlike grocery shopping which is a necessity. As such, emotional appeal is crucial in gaining customer connection resulting in repeat purchases (loyalty).

As customers return to enjoy the experiences they have missed, restaurants have the opportunity to set a new standard through a loyalty program that is both transparent and convenient. How do you achieve this?

- Gather and consolidate your customer data from your website orders and reservations desk. With Reserveport for restaurants, no need for excel sheet building and filling in manual data as your dashboard will automatically populate this for you.
- Build customer journeys that drive better engagement with your brand. Start connecting the dots by analyzing behaviors, transactions, and demographics. For instance you might notice that younger customers flock in the first few days of the month while the older demographic with a more disposable income may choose to dine out when it's less crowded.
- Once you understand customer behaviour, align with a multi-channel campaign. Ensure you maintain consistency of messaging across email, SMS, mobile, web, and social.
- Reward your customers for choosing your restaurant over competition. This could be via a points based system determined by frequency of visits, transaction volume or even targeted promotions

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Re-inventing the Dine-In Experience

Advancing your Restaurant's Online Presence

Building a Cost-Effective Marketing Strategy

# Conclusion & Recommendations

While the pandemic greatly affected the entire world, the crisis gave us a great opportunity to innovate; particularly for the restaurant industry. Whereas businesses had to shut down operations, eateries had to adopt take-away and delivery options not just through 3rd party delivery platforms but equally creating their own brand websites.

With lockdowns partially easing, restaurants in partnership with Reserveport by Pesapal are reopening with a different look and feel. A summary (though in great detail in this handbook) of the innovations that are actually happening on the ground are:



**Re-inventing the Dine-In Experience** by switching to digital menu through the use of QR codes and provision of modes of payments that are cashless.



**Advancing your Restaurant's Online Presence** in order to encourage curbside pickup and/or delivery through your own brand website as well as social media channels and 3rd party food delivery portals.



**Building a Cost-Effective Marketing Strategy** that's data-driven and customer-centric by creating a practical loyalty program.

**Reserveport for restaurants** enables integration of your website analytics to your Oracle point-of-sale and back of house. In understanding your customers' online ordering and dine-in patterns, you will be optimizing inventory utilization and your menu profitability.

Essentially, by connecting customer interactions (online and in-house) to kitchen operations, you are scaling your restaurant business through the power of business analytics.

# pesapal

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## ABOUT PESAPAL

Founded in 2009, Pesapal provides a simple, safe and secure way for individuals and businesses to make and accept payments in Africa

We offer a variety of convenient and cost effective options for end-users to make payments for products they are purchasing both online and at the point of sale.

Pesapal operates in Kenya, Uganda, Tanzania, Malawi, Zambia, Rwanda and Zimbabwe.

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