



A Buyer's Guide to Future-Proofing Your Restaurant Tech Stack

How Brands of All Sizes and Sophistication Can Get a Leg Up on the Race to 100% Digital

It's time to meet your digital guests where they are

Today's consumers aren't just tech-savvy—they're digital-first and trending to stay that way.

[Recent data](#) shows 4 in 5 Americans own a smartphone and average an astounding 5 hours and 24 minutes a day on their mobile device, checking it roughly once every 10 minutes.

If you're old enough to remember the before-times, those statistics may sound dystopian. But that's not really the story.

The reality is people use that screentime to do very human things—whether it's connecting with family and friends via text or social, adding meal ideas to shared grocery lists, or telling Siri to remind them about school pickup duties. In short, they're using technology to enhance connections, not replace them.

And increasingly, that expectation for digitally enhanced connection is influencing how they interact with brands. Even in the restaurant industry—where digital transformation efforts have historically lagged behind other verticals—digital components are already fully embedded at each stage in the purchase decision process.

In this buyer's guide, we'll cover how to prioritize guest-centric tech investments to build a solid foundation and develop an end-to-end strategy that delivers value at each point of interaction.

Let's get started.

Across the guest journey, the digital shift has already happened

Awareness

90%

of guests research a restaurant online before visiting

[Source](#)

Consideration

84%

of guests trust online reviews as much as a recommendation from a friend or family

[Source](#)

Experience

>50%

of Gen Z adults prefer ordering and paying via tablet or app vs. traditional service

[Source](#)

Retention & Loyalty

83%

of consumers are willing to share their data in exchange for a personalized experience

[Source](#)

What's inside

No matter where you are in your digital journey, there's room for advancement. Whether you're at 1,000 units and have a sophisticated technology ecosystem, 10 units and just starting to develop your long-term tech stack, or somewhere in between, each investment you make should move you toward being a more digitally matured brand.

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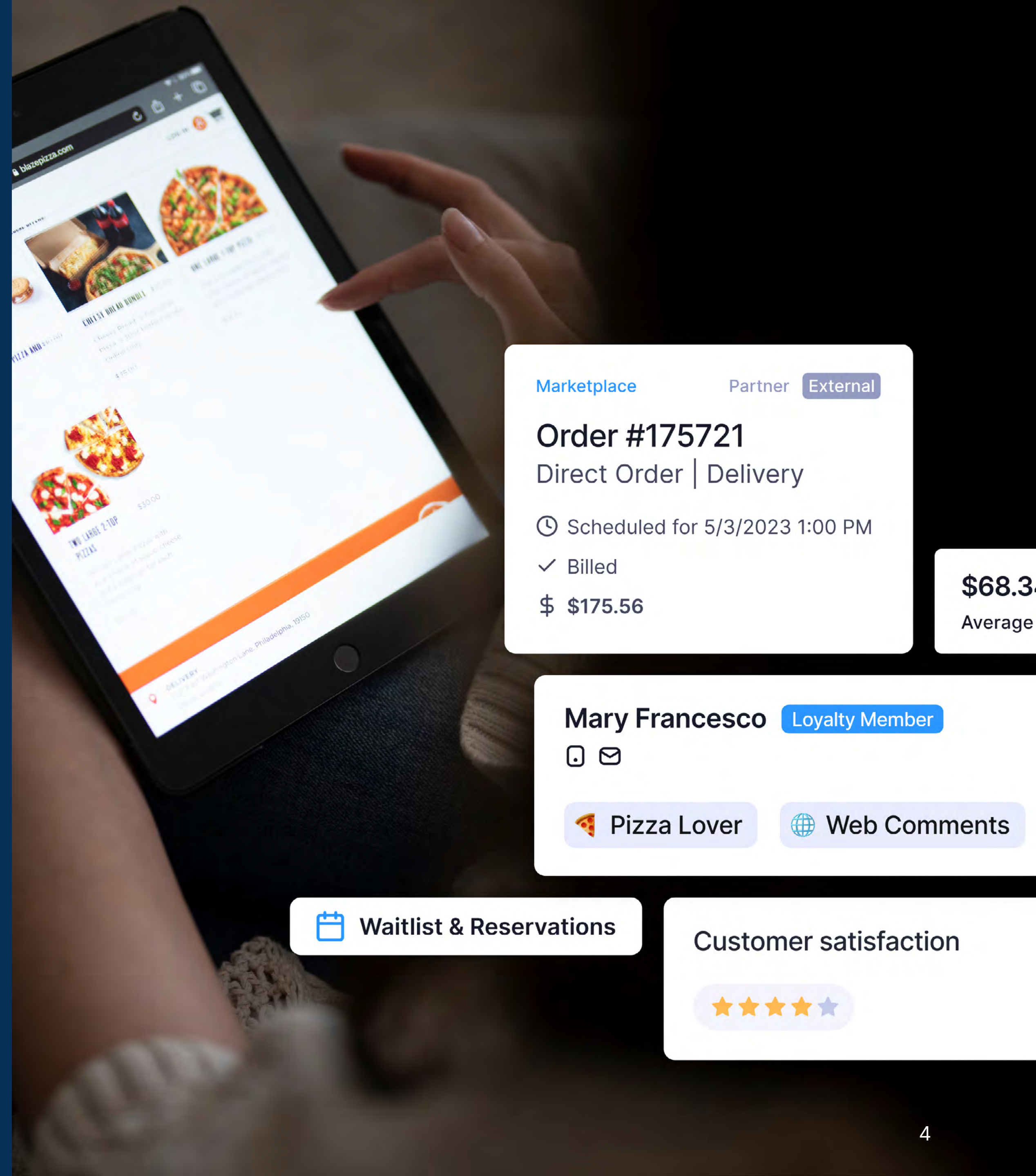
05 Why Leading Brands Choose + Stay with Olo

01

How Driving Digital Growth Delivers Impact Across Teams

Transformative initiatives aren't confined to just one department or role. True digital transformation requires cross-functional buy-in, collaboration, and accountability to make sure you're positioned to reap the benefits of ramping up digital orders.

At a minimum, your strategy should involve stakeholders from areas that will be most impacted—whether it's IT ensuring each investment aligns with the long-term vision for your tech stack, Operations to achieve ROI through increased efficiencies on the front lines, or Marketing using the data being captured to reach more guests in more meaningful ways.



Marketplace Partner External

Order #175721
Direct Order | Delivery

Scheduled for 5/3/2023 1:00 PM

✓ Billed

\$ \$175.56

\$68.3
Average

Mary Francesco Loyalty Member

📱 📧

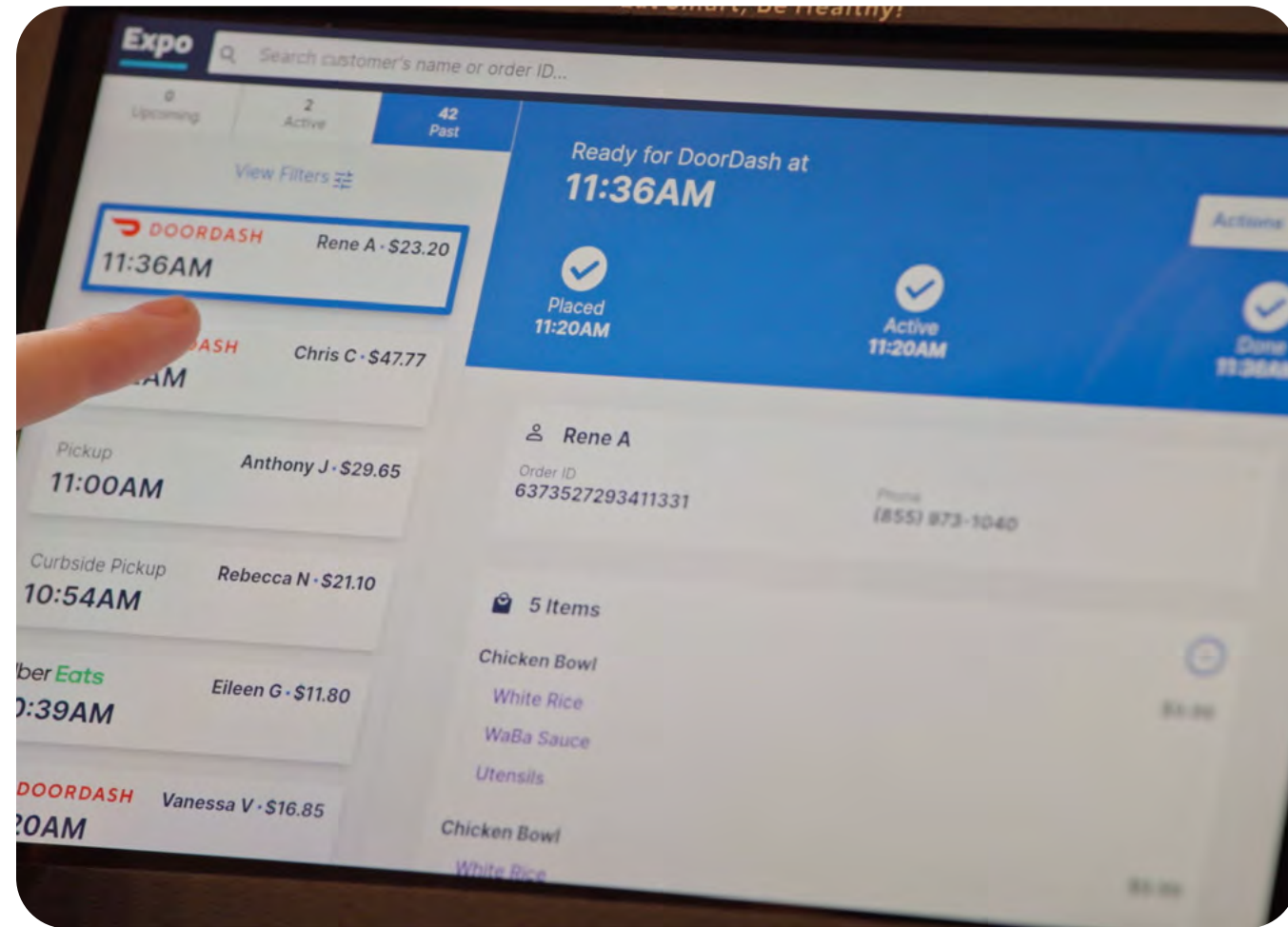
Pizza Lover Web Comments

📅 Waitlist & Reservations

Customer satisfaction

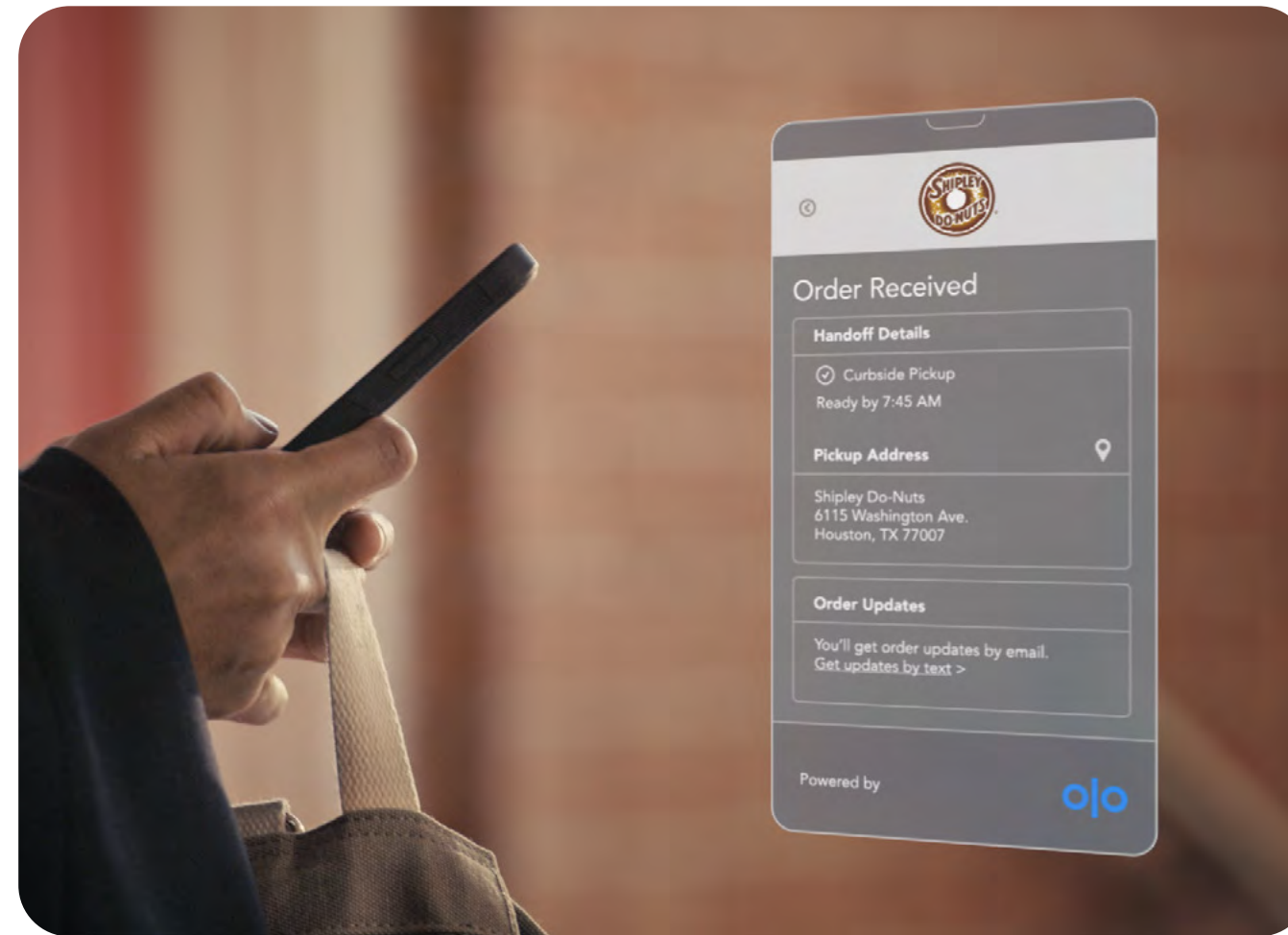
★★★★☆

Garnering cross-functional buy-in leads to widespread gains



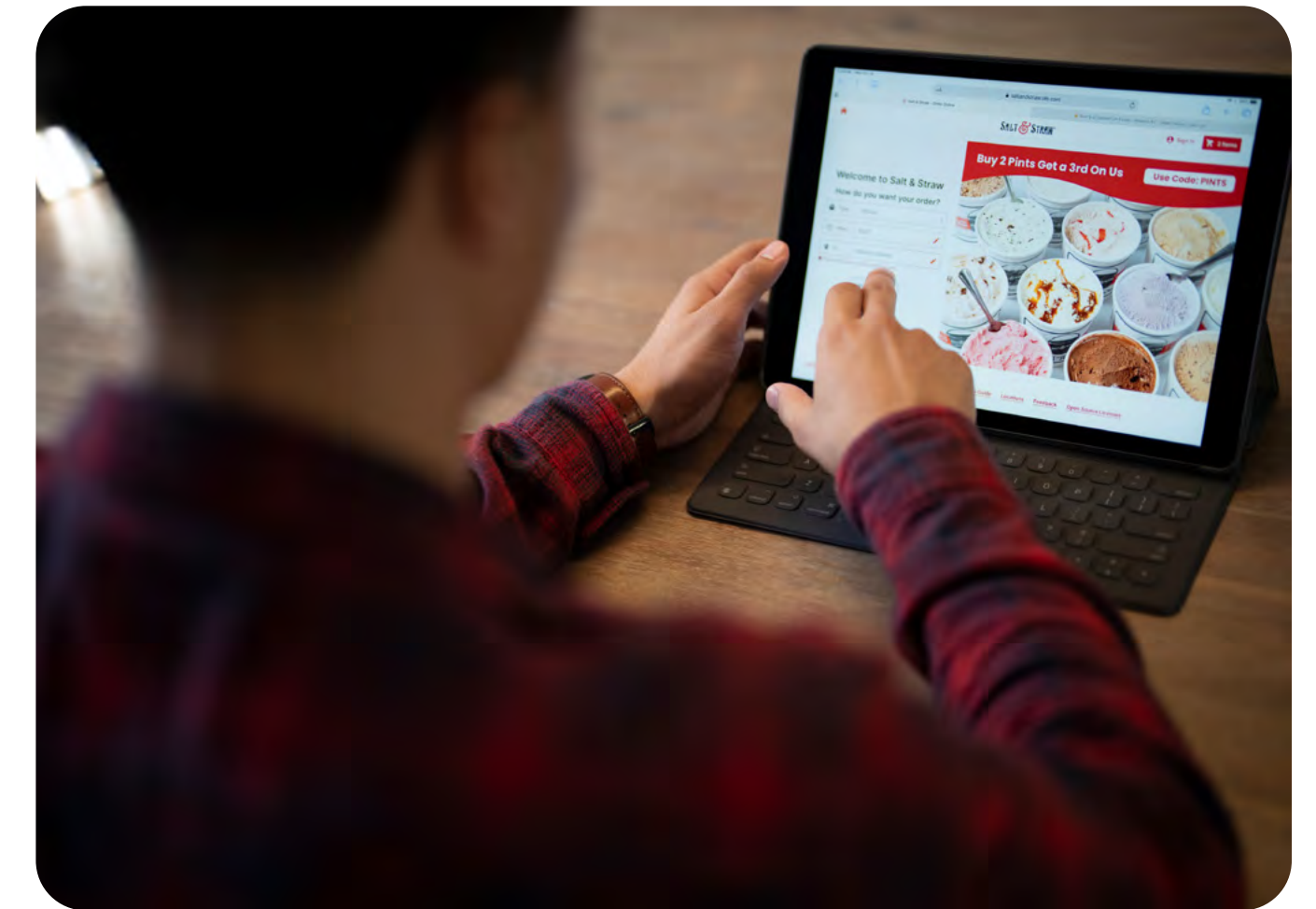
IT

Making inroads on the race to 100% digital ensures continued investment in systems that keep the needle moving in the right direction. Often managing a complex combination of point solutions and legacy systems, CIOs should place a premium on open ecosystems that break down data silos, enhance the brand-guest relationship, and ensure the right data gets in the right hands at the right time.



Operations

From conversion and transactional KPIs to kitchen throughput and guest satisfaction metrics, there's a lot on the COO's plate when it comes to tracking and optimizing restaurant operations. Digital orders are powerful because they deliver data in droves, making it easier to surface insights on how to make continuous improvements, eliminate inefficiencies, and drive sales.



Marketing

As your digital orders grow, so too does your marketable database. And the more information you're able to gather, the easier it is to craft more targeted outreach strategies based on lookalike guests. As restaurant CMOs rightfully shift toward guest lifetime value (LTV) as their North Star metric, digitizing a larger percentage of orders is pivotal in measuring and impacting key loyalty metrics.

Why the Restaurant Industry's Digital Transformation Is (Still) Buffering

The truth is, the restaurant industry is still in the early innings of its digital transformation. Current data shows the majority of restaurants are “moderately digital,” generating roughly 15% of sales through digital channels*.

And that's pretty understandable. Faced with razor-thin margins, rising food costs, supply chain issues, and a labor shortage, implementing new technologies still feels like something that can be put on the back burner.

But even with those factors in play, we've reached a tipping point where brands have to take action or risk falling behind. To help you overcome the hurdle of hesitation, let's start by quickly dispelling some underlying myths stalling progress in the restaurant sector.

*NPD Restaurant Industry Data for Full Year ended 12/31/2022



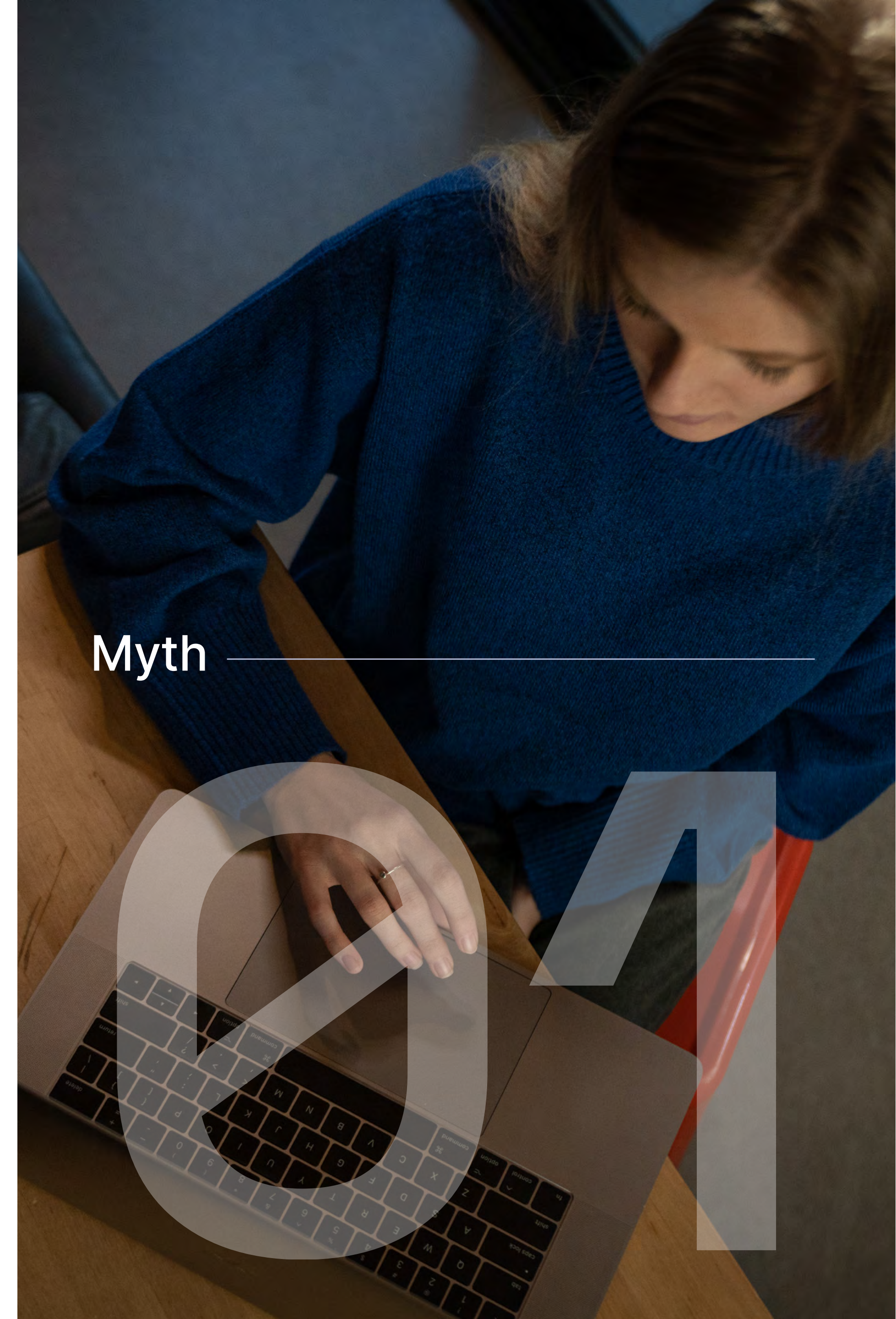
3 Myths to Dismiss

Digitizing the guest experience makes it less personal.

It's easy to see why brands may resist embracing the shift toward 100% digital. After all, it's the hospitality industry, and brands pride themselves on personal touches that foster emotional loyalty and trust.

The reality is digital touchpoints enable you to collect, analyze, and act on the transactional and behavioral data in ways that allow for more personalized guest engagements. By leveraging that data in aggregate, you're able to better understand your guest segments and make tailored recommendations based on previous orders and lookalike guests' preferences, dietary restrictions, and predictive analytics.

Consumers are used to opting into and navigating the privacy-personalization tradeoff. If they're willing to let Amazon recommend their next impulse buy or Netflix suggest their next binge-session, they're ready for you to highlight some menu items you know they'll love.



All touchpoints are created equal, and digital transactions are supplemental to my core business.

If your traffic counts are based solely on guests walking through your doors or calling into your restaurants, the “tip of the iceberg” analogy is apt. Guests have a wide array of avenues to engage with you (and more importantly, your competitors) on that device they’re checking every 10 minutes.

Whether they’re Googling restaurants near them, scrolling through Yelp reviews, or seeing ads on social, they’re experiencing brands well before they place an order. And if you’re not positioned to meet them where they are, those orders will likely go to brands that are.

After all, the growth of digital sales in the restaurant industry is outpacing traditional dine-in orders. If that’s not reflected in your data, you’re likely losing ground.

Myth

We've implemented digital ordering—that's enough for now.

Less than a decade ago, just having an app or ordering website would have been sufficient. Today, it's the bare minimum—and if it's operating in a vacuum, it's likely a source of friction and frustration for guests and front-line teams alike.

Leading brands aren't just leaning in on digital innovations, they're optimizing them for modern consumer behaviors. From [SEO-friendly local listings](#) to guest-specific upsell suggestions and accelerated checkouts, brands layering in strategy at every juncture in the digital journey stand to see the biggest gains.

The longer you rely on point solutions as quick fixes to immediate challenges, the more likely they are to become disjointed and miss the mark entirely.

Myth

QES

How Real-World Brands Have Accelerated Their Transformation

Brands of all sizes and at different stages in the digital journey are able to implement and integrate digital solutions that drive profitable growth. Here are just a few examples:



Sweetgreen

Since partnering with Olo for online ordering, the brand has seen a rapid growth in digital business—accounting for **67% of its 2021 total revenue.**



Nando's

56% of dine-in sales are digital orders (up to 80% at some locations)—resulting in 30% growth in marketable guest database and a 5% increase in tip vs. orders at the cash register.



CKE Restaurants

Less than 2 years after deploying Olo's Ordering, Dispatch, and Rails modules, CKE has seen a 5% increase in digital transactions and a **20% increase in average check size.**



Bahama Buck's

Saw 141% growth in YOY digital sales, with a **63.8% increase in average ticket size** compared to on-premise sales.



“Other QSR brands were so much further along in their digital evolution, and Olo allowed us to get caught up quickly without having to build it all from scratch. A true build vs. buy paradigm. The speed to market and the true partnership that we’ve fostered over this short time have made Carl’s Jr. and Hardee’s digitally relevant. As we look toward the future and define our roadmap, we can count on Olo. They already have the native solutions ready to deploy and/or integrations to various hospitality technology providers to shape the future of what’s possible for restaurants.”

Phil Crawford

Chief Technology Officer
CKE Restaurants, Inc.

03

Everything You Need to Become 100% Digital

If your current strategy is falling flat—or worse yet, non-existent—don't fret. Digital transformation is a journey, not a destination. And if you're still early on in that journey, making sure your first step takes you in the right direction is mission-critical. Because one costly misstep could add friction to the guest experience and have downstream effects you may not even be aware of before it's too late.

Digitally advanced brands have solutions, systems, and strategies in place that empower guests to order, pay, and engage with brands on their own terms.

To help you reach that goal, here's how we recommend prioritizing your efforts.



Start with Ordering

Ordering

Sync Up Off-Premise Channels to Connect with Digital-First Guests

Let's start with off-premise ordering, since that's where your guests are starting, too. Today's guest has immediate, 24/7 access to your brand at their fingertips. No matter where they are, they're just a few taps away from firing off an order directly to your kitchen.

Once upon a time, brands would have paid exorbitant amounts of money to achieve that. Today, many are still struggling to take advantage.

That's because most digital ordering strategies fail to account for the myriad of ways guests can use digital channels to interact—whether it's through owned or third-party channels.



Olo's Order suite enables brands to capture orders and optimize experiences across every touchpoint, using a modular approach.



olo Network

Local Search Results Pages and Network-Processed Orders

“Near me” [searches](#) have increased by an astounding 500% over the past several years, and 78% of local searches on mobile devices result in a purchase. [Our Sync module](#) enables operators to manage local listings and ensure their restaurant shows up when guests search with intent. Up-to-date restaurant information automatically syncs between Olo and 50+ publishers to ensure guests find accurate information no matter where they search.

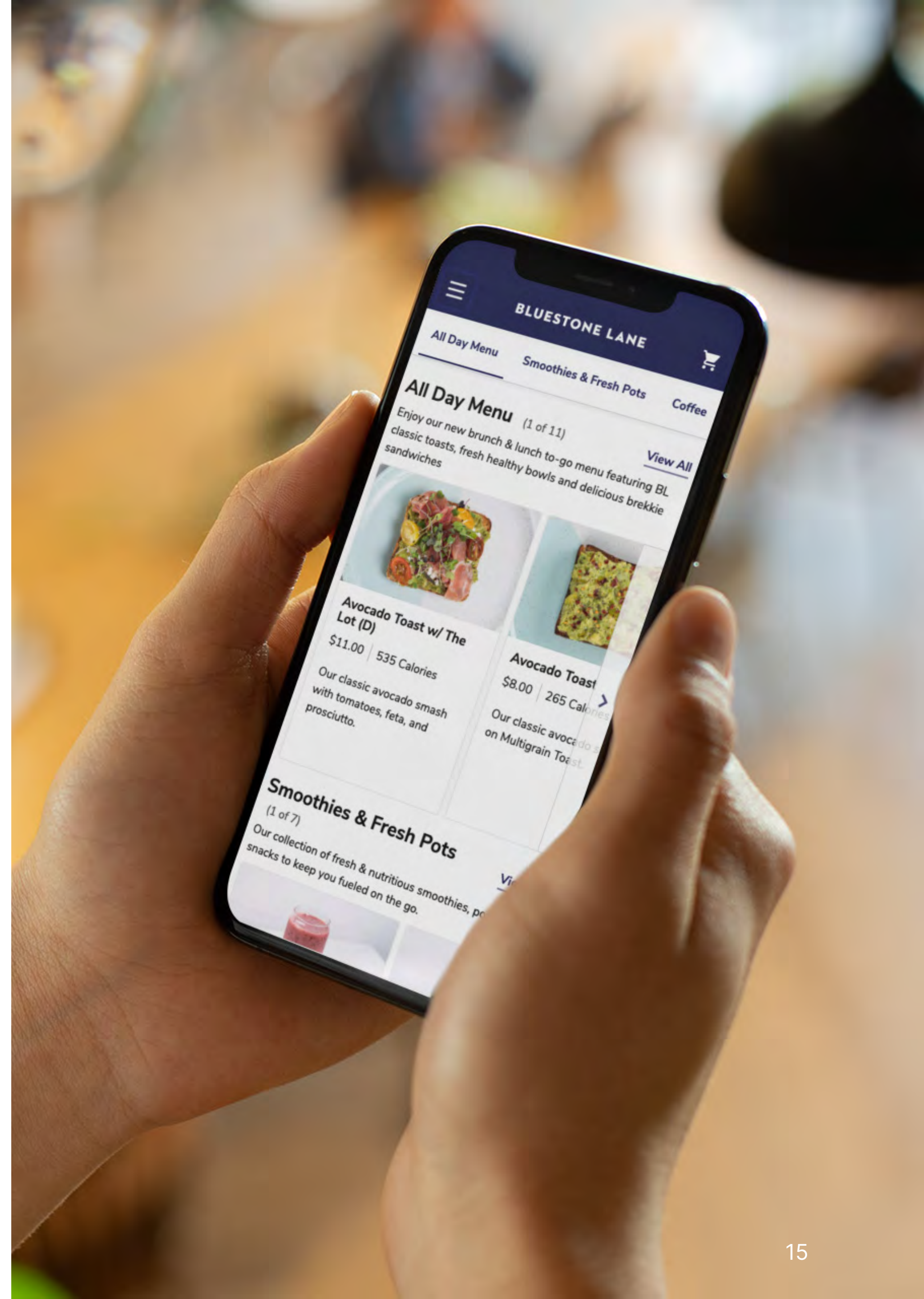
In addition to linking to your restaurant website, [Olo's Network module](#) enables users to place an order directly via embedded ordering links via channels like Order with Google. And unlike orders placed through third-party marketplaces, Network allows brands to retain ownership of their first-party guest data to build stronger relationships and inform future marketing efforts.



Web/Mobile-Optimized Ordering Sites and Branded Apps

All digital efforts should tie back to driving direct orders, as they're more profitable and allow you to retain ownership of the guest data being captured. With flexible menu-building and coupon tools, strategic upselling capabilities, and intuitive UI, [our core ordering solution](#) equips you with everything you need to drive order volume and profitability.

When it comes to your app strategy, whether using Olo's white-label Serve ordering platform to follow established best practices or partnering with a custom front-end developer, we'll work in lockstep with you to ensure a flawless user experience that keeps your most loyal guests coming back for more.





Switchboard

Call-In Orders

[Olo's Switchboard module](#) helps front-line teams manage inbound phone orders—whether placed to third-party call centers or to the restaurants themselves—by digitizing and processing them through the Olo Dashboard alongside online orders.

By digitizing takeout and catering orders placed over the phone, brands are able to integrate cross-channel orders and ensure they're captured accurately and routed to the right place at the right time for timely preparation.



Reservations and Waitlists

[Olo's Host module](#) enables full-service brands to allow guests to join the waitlist or book a reservation directly from the brand's owned channels and search engines (without being charged a per-cover fee). With guest details synced from the CRM to the Host app for both dine-in and takeout guests, your operations team can personalize the in-restaurant experience while increasing efficiency and throughput.

The screenshot displays a mobile application interface for managing reservations. At the top, a dark header bar contains the text 'Here Now'. Below this, a list of guests is shown. The first guest is René Garcia, with a reservation at 7:07PM and a '2nd' status. The second guest is Widya Martin, marked with a star, with a reservation at 7:10PM and a '1st' status. Below her name, the text 'Manager Touch' is visible. The third guest is Dana Smith, with a reservation at 7:16PM and a '2nd' status. Between the second and third guest entries, there are several interactive elements: a 'Booth' label, a 'CG 102' label, a '3rd' status label, a grey 'Assign' button, and a blue 'Seat' button. Additionally, the text 's 62nd birthday' is partially visible next to the 'Assign' button.

Enable Delivery at Scale and Tap Into Third-Party Delivery Marketplaces



Delivery at National Scale

[Dispatch](#) helps restaurants strengthen off-premise ordering channels by enabling last-mile delivery via third-party couriers. Operators are equipped with the tools they need to manage and expand direct delivery with dozens of controls and settings to maximize the experience for restaurants and guests alike without having to compromise on hefty fees.

Olo's industry-leading network of delivery service providers continues to grow, with 96% of our customers' locations covered by two or more third-party providers. That means your guests get the luxury of convenient delivery while you maintain freedom of choice.



Marketplace Aggregation

[Rails](#) enables you to raise brand awareness and win the battle for the order by showing up on third-party marketplaces—but it may mean losing control of the guest experience (and data) in addition to paying commission fees.

That said, brands can still benefit from increased visibility across a growing network of marketplace aggregators. And rather than having to implement multiple tablets to manage each third-party delivery app, our staff-facing [Expo module](#) enhances front-of-house operations and order-flow to keep things running smoothly.

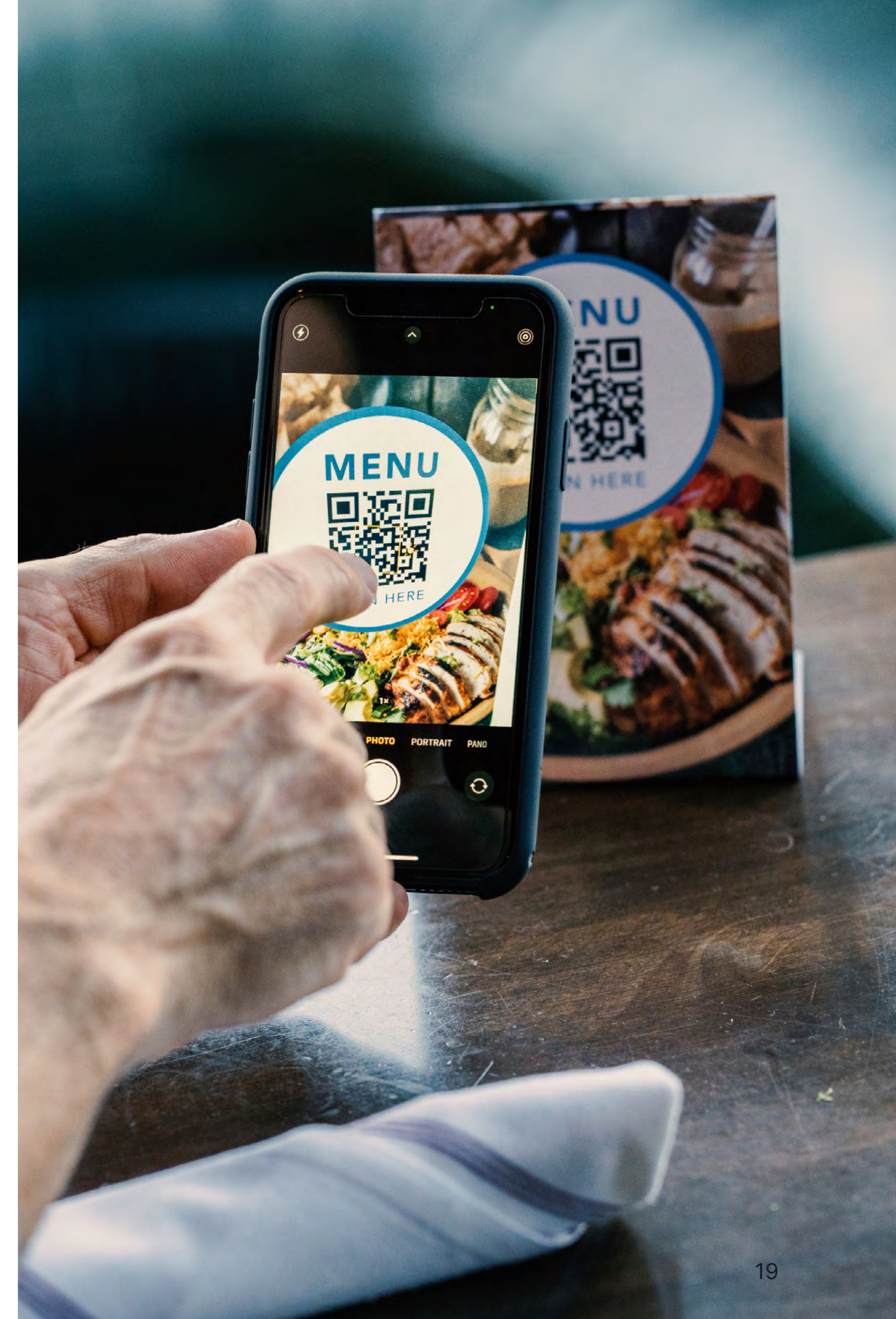


Digitize On-Premise Orders for a Holistic Strategy

Even dine-in guests embrace digital touchpoints so long as they provide value and enhance the overall experience.

With labor issues [cited](#) as a significant challenge for 89% of restaurant operators, [Olo's on-premise ordering modules](#) allow restaurants to do more with less by capturing orders via kiosks or [QR codes](#). And if guests made a reservation, our Host app equips your front-of-house teams with everything they need to know about the visit—before they even step into your restaurant.

For fast-casual and QSR concepts, Olo's card-present payment processing solution (described in detail below) enables brands to digitize on-premise orders, deliver personalized menus and experiences, and collect data to fuel next-visit insights. For full-service concepts, brands can use QR codes to reallocate limited resources from serving tables to running orders and optimizing kitchen throughput.



Key features include:



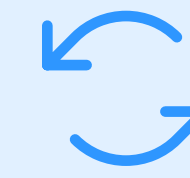
Quick Menu Access

Guests access the menu by scanning a QR code with order details, table numbers, and restaurant location details pre-selected.



Group Ordering

Guests enjoy the flexibility of ordering with their own device while adding items into a single check—streamlining kitchen management and food running.



Optimized Checkout Flow

The checkout page defaults to guest checkout to expedite order placement. Guests can temporarily save their credit card for the duration of their visit, so they can keep adding to their tab without manually inputting payment information for each item.



Options to Easily Add Items

Throughout the visit Olo's order confirmation page includes an "Order More" button to allow guests to add items without entering their personal or payment details again.



Pay @ Table

At the end of the meal, guests scan a QR code at their table to view their check and can elect to either sign in to their Olo Pay Borderless account or proceed as a guest to submit payment.



QR code ordering transforms on-premise operations and the dine-in experience

BACKGROUND

Following the return of dine-in visits in 2020, Nando's was looking to optimize its approach to on-premise orders by allowing guests to scan QR codes to access the menu and order directly from their mobile devices at the table.

DECISION CRITERIA

After attempting to leverage homegrown QR code solution developed for drive-thru guests, Nando's quickly realized they needed a more customized solution that would help avoid mislabeled orders and system bottlenecks—so they enlisted Olo to help build a best-in-class solution.

SOLUTION

Olo collaborated with Nando's to completely redesign the on-premise experience, and within one year of launching the QR code solution, the majority of dine-in orders are being placed at the table. In addition to increased staff satisfaction, speedier service, and a boost in tips, repeat guests, and visit frequency, QR code ordering has grown Nando's marketable database.

+56%

of dine-in sales are QR code orders (up to 80% at some locations)

30%

growth in marketable guest database

5%

increase in tip vs. orders taken at the cash register



Everything You Need to Know About Direct Ordering

+ 5 Ways to Increase Profits and Collect Valuable First-Party Data



Everything You Need to Know About Direct Ordering

If you're still on Chapter 1 of your digital transformation journey, we've got you covered. This comprehensive ebook goes in-depth on how to maximize your restaurant revenue across channels, unlock actionable guest data, and grow your business with direct ordering.

Get the ebook [→](#)

The Second Step is to Simplify Payments



Streamline Payment Processing + Reduce Fraud with a Restaurant-Specific Solution

Let's talk about everyone's favorite part of the dining experience: paying the bill. Jokes aside, brands have largely relied on legacy processors with industry-agnostic configurations that leave them ill-equipped to handle the complex problems faced by restaurants.

That's why we developed [Olo Pay](#)—an innovative and unified payments tech stack that simplifies payments management, provides integrated fraud protection, and helps brands drive more sales through an elevated guest experience.

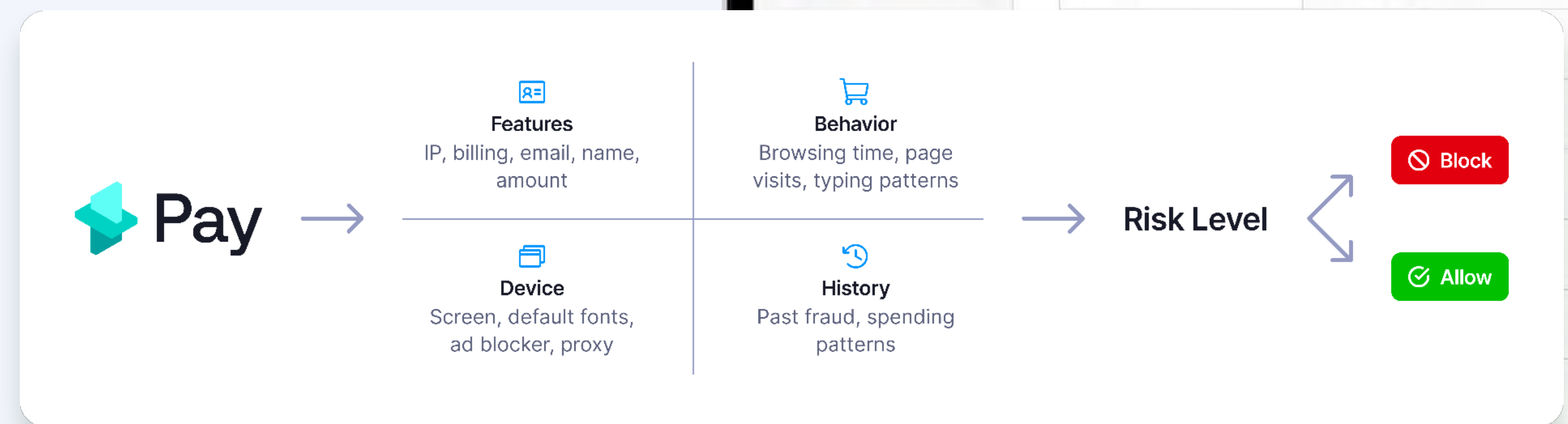
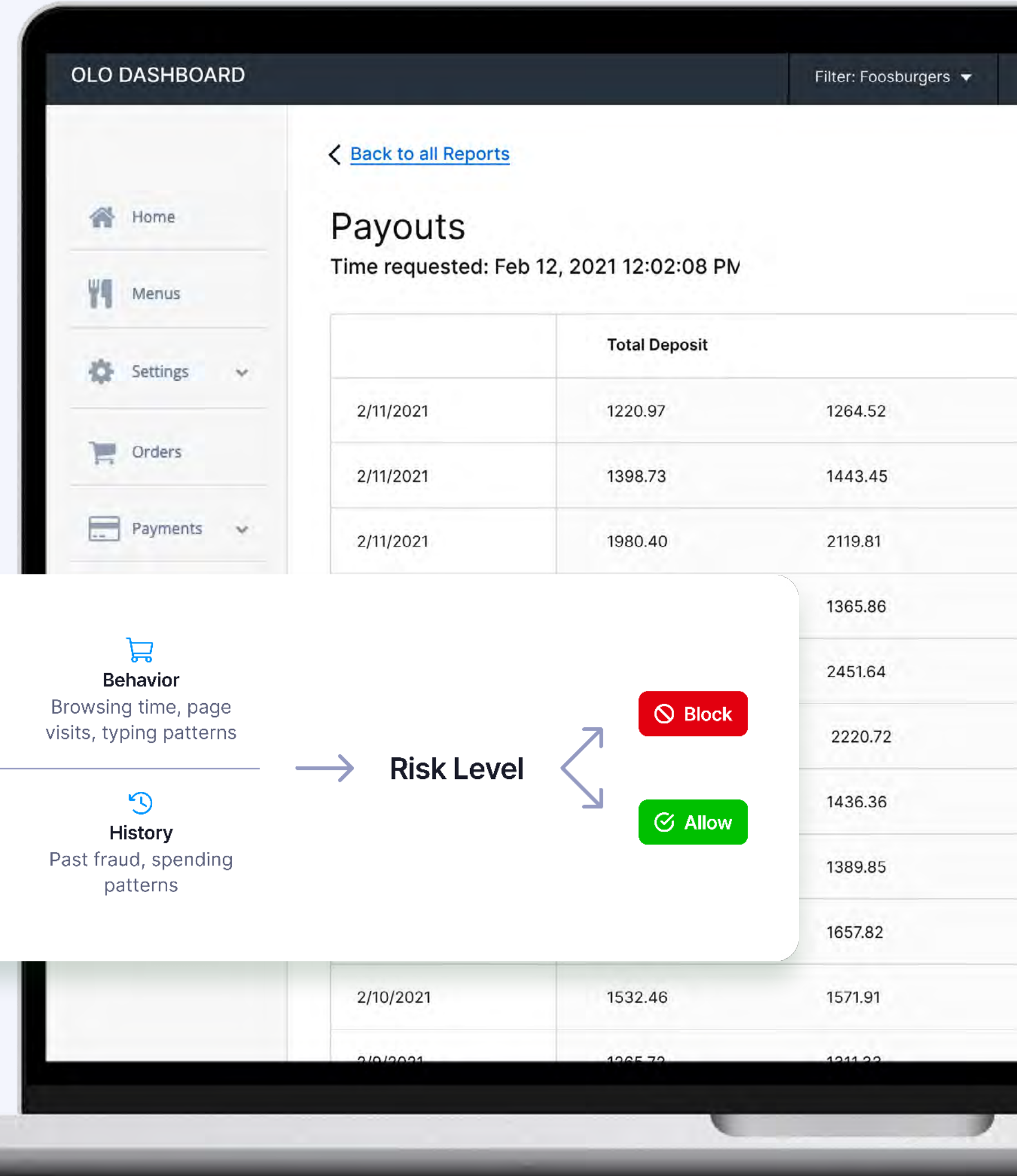


Simplified Payments Management

Olo Pay streamlines the payments process, making it easy to manage payments at scale and reducing the time and effort required to manage payments. By aggregating card-present and card-not-present transactions into the Olo Dashboard, your teams can oversee all orders on one platform and simplify refunding, voiding, and reconciliation processes.

Integrated Fraud Protection

Olo Pay provides advanced security features, including fraud detection and prevention, compliance with industry regulations, and secure data management—ensuring payments are processed securely and with minimal risk. In addition to our integrated machine-learning fraud protection that has led to industry-low chargeback and fraud rates for Olo customers, Olo Pay reduces operational overhead as chargebacks that do occur are automatically fought on brands' behalf by Olo.

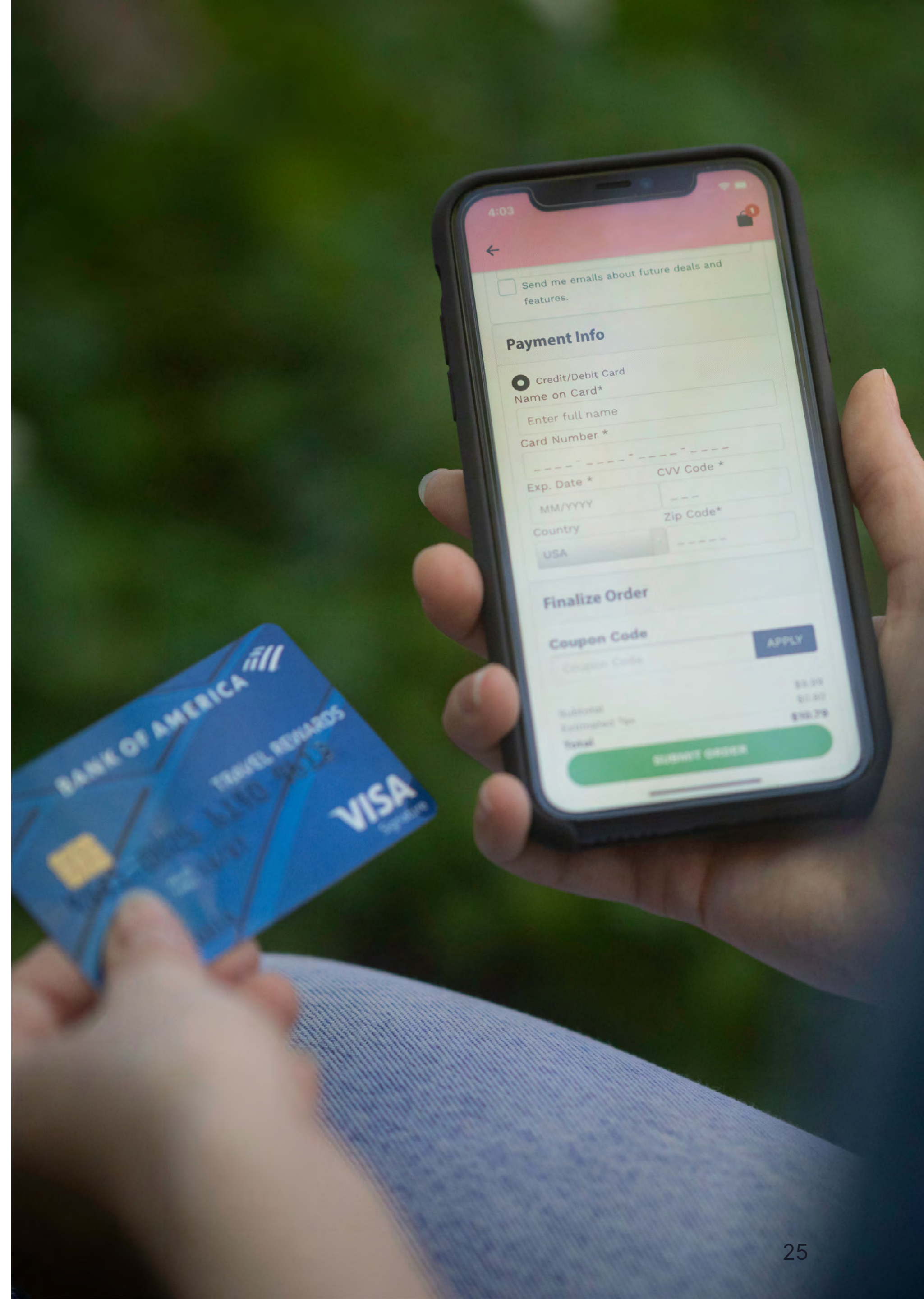


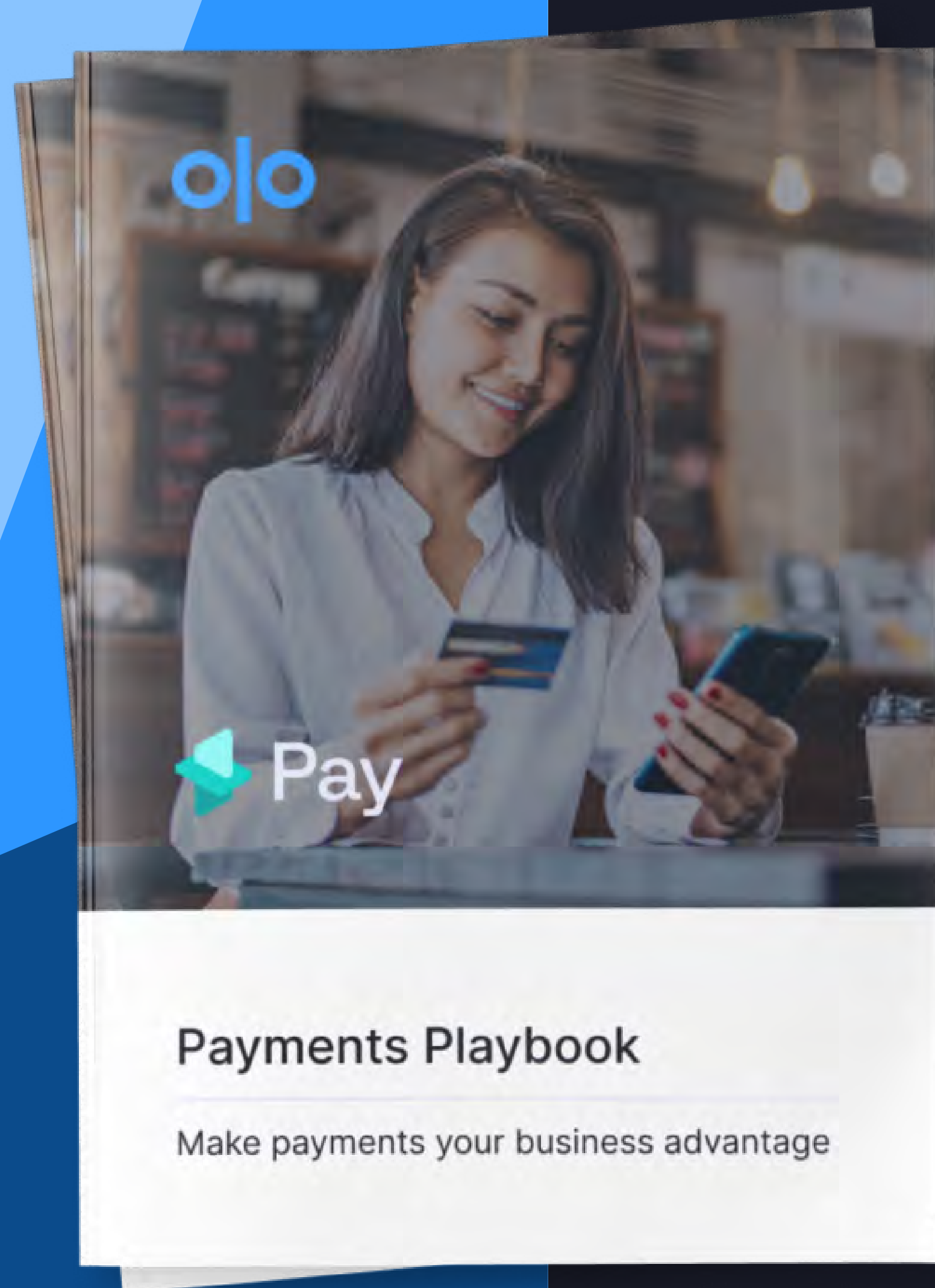
Elevated Guest Experience

Olo Pay helps businesses increase conversion rates and drive more revenue through a best-in-class guest experience that includes a seamless guest checkout process, digital wallets, and high authorization rates that result in more valid orders going through. Our Borderless feature reduces friction at checkout by allowing guests to save their payment information to easily reuse with any brand on the secure Olo Pay Borderless network—without the hassle of creating an account, remembering a password, or manually inputting payment details for each order.

An All-in-One Platform Purpose-Built for Restaurants

Since its launch in 2022, Olo Pay has delivered on its promise to the industry with proven results, which has seen it maintain authorization rates in the high 90s while keeping chargeback and fraud rates to extreme lows. Olo Pay brings a unified, seamless, and tech-forward approach to payments—enabling restaurants to focus more of their time on their guests and less of their time worrying about chargebacks, reconciliation, or managing multiple payment processors.





The Ultimate Guide to Growing and Protecting Your Digital Business

Learn how a fully-integrated, restaurant-centric payment platform can help you drive sales, improve operations, reduce fraud, and simplify day-to-day payment processes.

Get the playbook →



Din Tai Fung

Din Tai Fung is a world-renowned Chinese restaurant brand specializing in Xiao Long Bao or soup dumplings. In addition to using our Order and Engage product suites, the brand was one of the early adopters of the Borderless checkout feature of Olo Pay. Since launching Borderless, Din Tai Fung has seen widespread guest adoption—plus, an increase in order frequency, guest sign-ins, and saved cards during checkout.

BACKGROUND

Din Tai Fung first came to Olo in 2020 for Ordering. The brand went on to add Rails, Dispatch, Expo, Host, Switchboard, GDP, and Olo Pay to its tech stack. Then, in July 2022, Din Tai Fung became one of the first brands to launch the Borderless feature of Olo Pay.

Borderless enables guests to securely sign in and speed through checkout—without having to remember a password or re-enter their payment information whenever they order from a restaurant in the Borderless network.

In the seven months following its implementation, 60,000 Din Tai Fung guests created a Borderless account. Since then, Borderless has positively impacted order frequency, guest sign-ins, and saved cards during checkout.

DECISION CRITERIA

- 1 Lift in orders per guest using Borderless**
Due to the convenient checkout process, existing guests who signed up with Borderless are likely to place 61% more orders throughout the year—or 1.5 more orders per existing guest—compared to those who have not signed up for Borderless.
- 2 Increase in guest sign-ins**
After Borderless was enabled, Din Tai Fung saw guest sign-ins (Olo legacy and Borderless) before placing an order jump from 31% to 65%—a 109% increase. This strong guest engagement has driven the increase in orders.
- 3 More guests saving cards on file**
With the introduction of Borderless, more Din Tai Fung guests are opting to save their credit cards on file for smoother checkouts in the future.

61%

more orders expected per Borderless guest throughout the year

109%

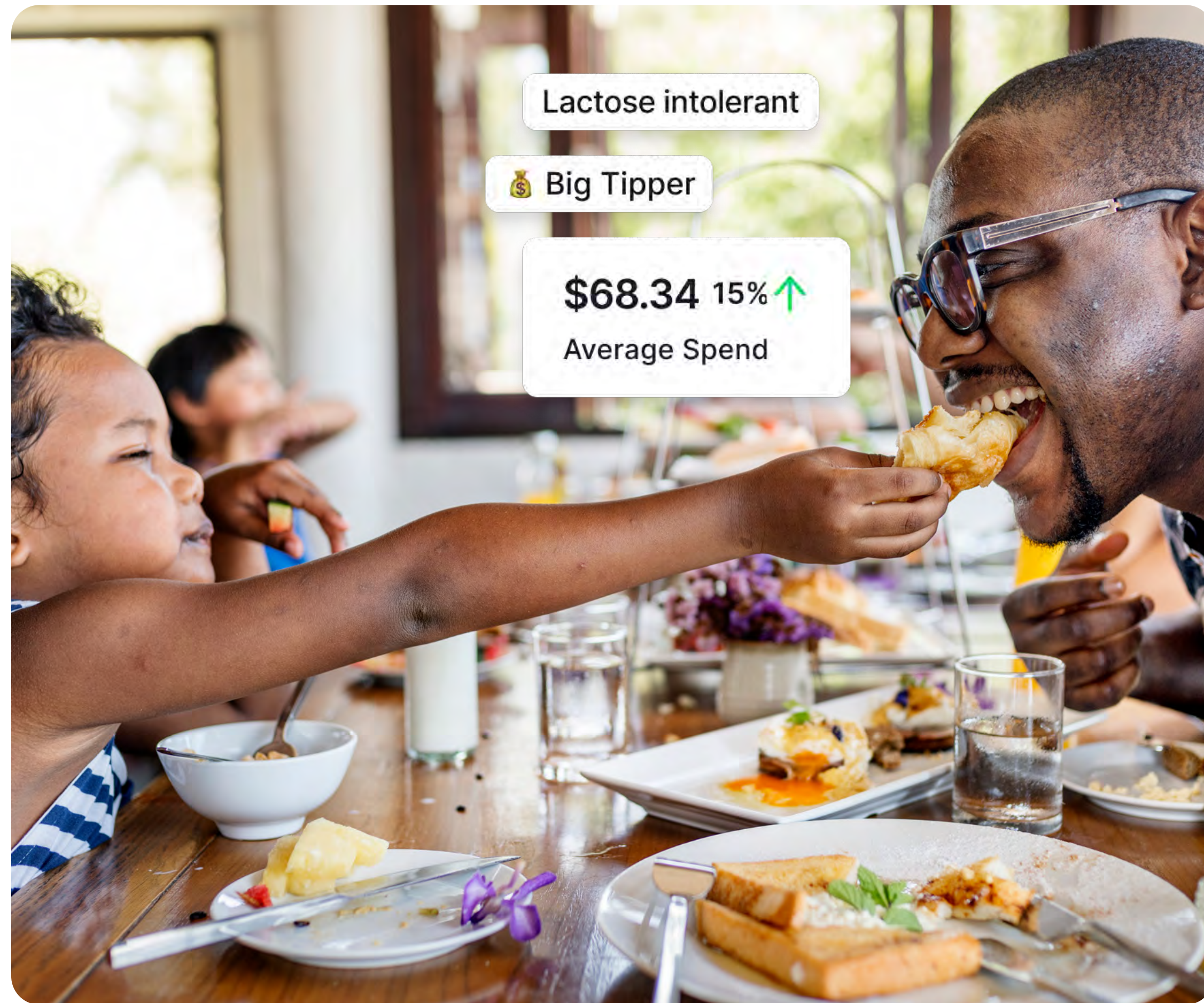
lift in guest sign-ins before placing an order

46%

increase in guests saving their cards on file for future purchases



The Third Step is to Engage with Insight



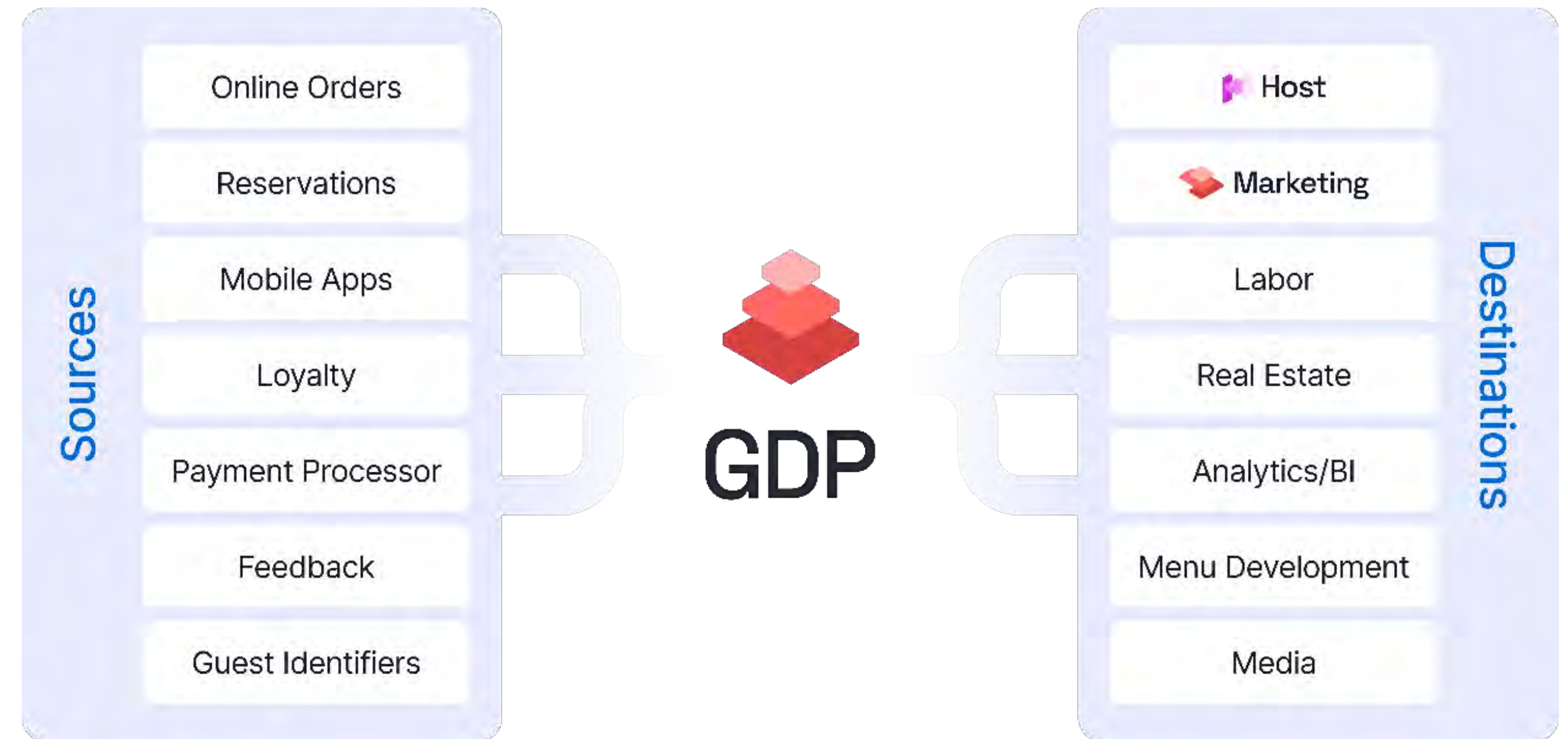
Leverage the Data You Collect to Drive Meaningful Guest Connections

If your tech stack is configured to collect digital orders and process payments across every channel, you're likely getting a ton of transactional data. While that's a great start, deriving value from that data requires connecting it to other sources of information to add context, aid analysis, and spur action. Olo's Engage suite makes sure your teams have everything they need to get the most out of every guest relationship.



Olo's award-winning [Guest Data Platform](#) sits at the heart of our Engage suite. It creates guest-specific profiles by connecting data from dozens of systems and then pushes that data to restaurant-specific destinations. This gives every department a holistic view of guests, so they can analyze and act on those insights instantly.

By using behavioral and transactional data to tie orders to known guests, brands can turn previous transactions into next-visit insights. Take advantage of predictive analytics driven by machine learning and activate personalization at scale with easy-to-use features like:



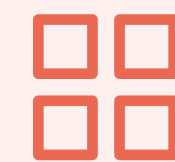
Identities

Our identity resolution layer collects and merges data points about known and unknown users to create a unified guest profile



Guest Profile & Timeline

Area within the Dashboard that displays each guest's information and interactions over time



Segments

Groups of guests that share data points can be used to analyze behavior and to power personalized messages and marketing campaigns



Smart Properties

Advanced business intelligence that analyzes guest behavior and predicts future engagement

Marketing

With all of that guest data residing in our GDP or your existing CRM platform, our [Marketing](#) module empowers marketing teams to take [personalized engagement efforts](#) from aspiration to reality.

For a lot of brands today, executing marketing programs is a laborious process often involving multiple platforms. This leads to a multitude of issues, from siloed reporting to expending resources to train teams how to use and maintain a [fragmented tech stack](#).

Olo's Marketing Automation module lets your teams [target guests with the right message](#), at the right time, on their preferred channel. Within the platform, users have access to:



Multichannel Campaign Management

Leverage one holistic platform to manage email, SMS, and push notification campaigns



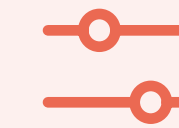
Marketing Automations

Orchestrate multichannel, guest-centric journeys to increase frequency and retention



Guest Surveys

Proactively manage your brand reputation to fix issues before they negatively impact sales



Role-Based Access Controls

Maintain precise control of Olo data with flexible user permissions and access rules



Performance Dashboards

Measure engagement and business impact



Generative AI

Use the in-platform AI Creative Assistant to easily generate titles, paragraphs, lists, and CTAs

Sentiment

Even if guests aren't actively engaging with your brand's direct channels, they may be getting their first impression across digital rating + review platforms. That's why it's so critical for brands to have a centralized way to collect, analyze, and engage with feedback across solicited and unsolicited channels.

[Olo's Sentiment module](#) empowers you to keep a pulse on your brand's digital reputation as seen through guests' eyes, enabling teams to:

- > Engage with real-time restaurant reviews from multiple sources in one dashboard
- > [Keep tabs on guest satisfaction](#) overall, by location, or by category such as menu item and guest segment
- > Automate guest surveys to monitor and elevate your brand experience

Core features include:



Smart Response

Leverage highly-relevant suggested review responses powered by generative AI and advanced machine learning



Powerful Analysis

Use text analytics to understand what guests are talking about and identify root causes of positive and negative experiences



Trend-Tracking

See fluctuations in guest satisfaction over time and correct issues before they impact sales



Automated Reporting

Reports sent straight to your inbox provide the insights needed to take action and improve guest retention

Driving online orders with guest frequency campaigns

BACKGROUND

With a growing portion of same-store sales coming from new off-premise ordering channels, the team tested marketing strategies to understand how to influence visit behaviors by focusing on driving shorter return-visit cycles for guests who order online.

CHALLENGE

Looking to meet increasing demand for off-premise dining while also boosting guest frequency, spend, and the overall experience, First Watch set out to make strategic investments in restaurant technology.

SOLUTION

Olo's Engage solution enabled First Watch to collect and unify guest data that helped inform hyper-targeted, behavior-based marketing campaigns, including an email inviting guests who ordered online to place another order two weeks later.

20%

Lift in spend for email recipients

\$2.7M

spent by 48K email recipients in first 90 days

75%

of recipients who clicked email transacted in 90 days



04

Digital Maturity Self-Assessment: Determine Where You Are and What Steps to Take Next

If you're starting from scratch, the list that follows should serve as a good point of reference for where to focus efforts and who should ultimately make the call.



In general, early priorities should revolve around making sure you have direct ordering channels established and traditional off-premise methods (i.e., call-in orders) are digitized so everything flows into one system for your kitchen staff.

Next, shift to a payment processor that positions you for growth by reducing fraud and chargebacks, boosting authorization rates, simplifying payments management, and improving the guest experience.

With the right payment processor in place, you're ready for a Guest Data Platform where all of the transactional data you collect can feed into and be tied back to individual guests.

Once these table-stakes pieces are in place, you're ready to integrate your owned channels with third-party delivery service providers and expand your reach—whether you're sending your orders to their drivers or accepting orders from their platforms.

From there, it's all about expanding your ordering strategy to include networks like Google, boosting findability via local listings management, and digitizing on-premise orders. Once that's achieved, use marketing automation to grow guest lifetime value and keep tabs on the guest-brand relationship with sentiment analysis.



Use this interactive self-assessment checklist to gauge where you are in your digital journey, what steps to take next, and who to include

i Use the toggles to identify the solutions you have in place, highlight remaining gaps, and prioritize next steps.

Priority	Solution	Currently in Place	Who To Include in Decision
1	Ordering (web + app), Reservations/Waitlist*		Head of Operations
2	Call-in Orders		Head of Operations
3	Payment Processor (card-present + card-not-present)		Head of Finance
4	Guest Data Platform		Head of Finance
5	Direct Delivery		Head of Delivery
6	Third-Party Marketplace Aggregation		Head of Delivery
7	Network-Processed Orders		Head of Marketing
8	Local Listings Management		Head of Operations
9	On-Premise (Kiosk / QR Codes)		Head of Operations
10	Marketing Automation		Head of Marketing
11	Sentiment		Head of Operations

Moderately Digital
Digitally Mature
Digitally Advanced

*Only applicable to full-service concepts

05

Why Leading Brands Choose + Stay with Olo

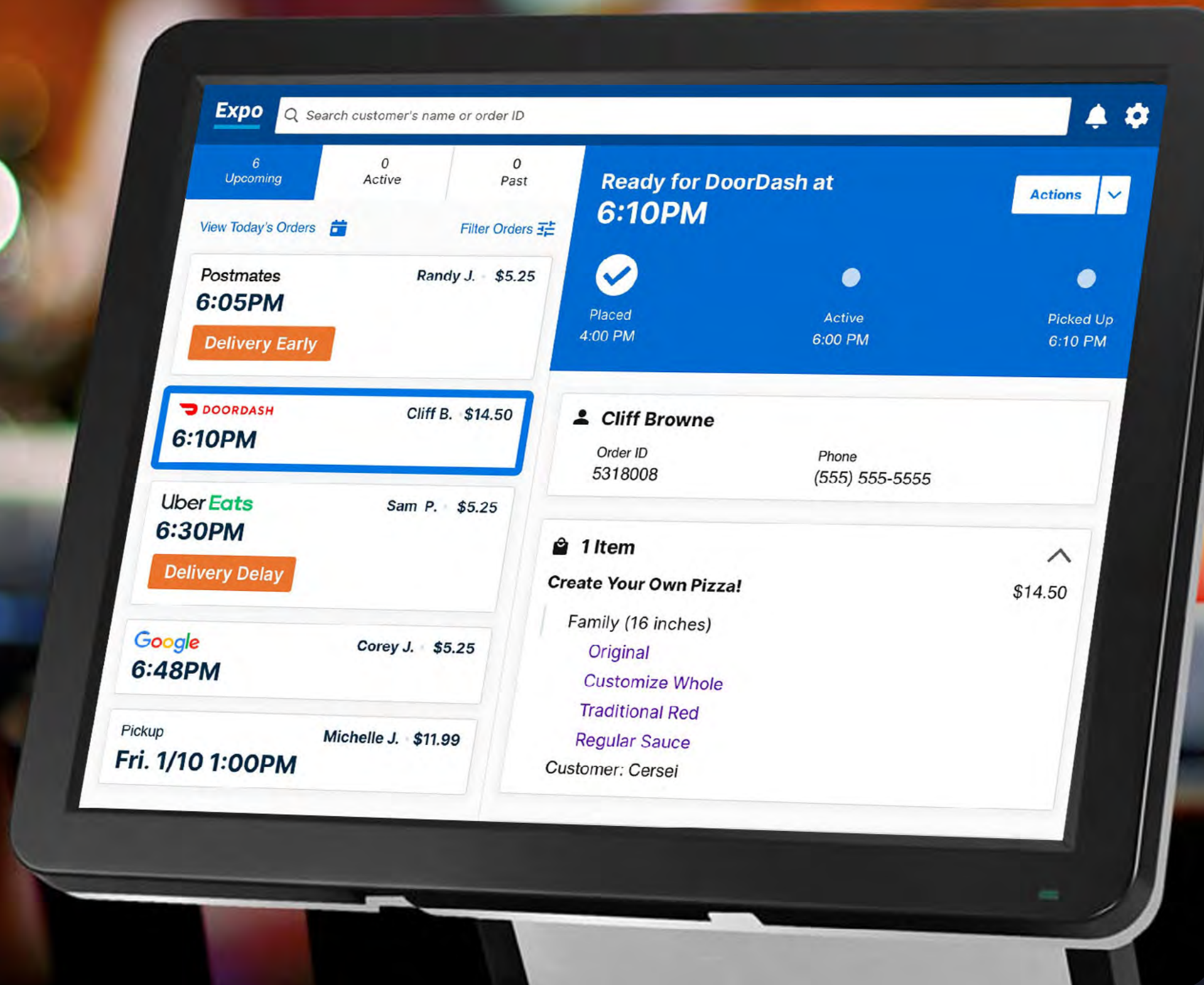
We partner with nearly two-thirds of *Nation's Restaurant News's* Top 100 brands—but we're most proud of our 98% customer retention rate. Brands choose Olo because we've set the industry standard when it comes to digital ordering, payment, and engagement solutions. But they stick with us because we're committed to being a true partner to work with, not just another vendor to manage.





Our customer-led approach to platform-level innovation means all 600+ brands we partner with stand to benefit whenever we help solve an immediate business need.

Rather than facing the false “Build vs. Buy” conundrum, Olo’s customers have the flexibility to augment their existing tech stacks by taking advantage of our robust network of 300+ technology partners and API-first approach to integration. From regional brands outgrowing limited point solutions to heavily franchised enterprise brands trusting us to replace or enhance costly, difficult-to-maintain homegrown systems, Olo’s modular approach allows us to meet each customer exactly where they are in their digital transformation.



Ready to join us in the race to 100% digital?

No matter where you are in your digital transformation journey, we can help. Our Customer Success and Product teams collaborate with each brand to assess unique digital needs, set achievable goals for growth, and develop a tangible action plan to help them get there. It all starts with a conversation. We're ready when you are.

[Schedule My Consultation →](#)



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About Olo

Olo (NYSE: OLO) is a leading open SaaS platform for restaurants that enables hospitality at every guest touchpoint. Millions of orders per day run on Olo's on-demand commerce engine, providing restaurants a single source to understand and serve every guest from every channel, whether direct or third-party. With integrations to over 300 technology partners, Olo customers can build personalized guest experiences in and outside of their four walls, utilizing one of the largest and most flexible restaurant tech ecosystems on the market. Over 600 restaurant brands trust Olo to grow their digital sales, do more with less, and make every guest feel like a regular. Learn more at olo.com.

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