

Online Food Ordering

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Abstract: *Online food ordering is the process of ordering food from a website. The product can Either be food that has been specially prepared for direct consumption (such as vegetables straight from a farm or garden, frozen meats, etc.) or food that has not been (such as direct from a certified homekitchen, restaurant). The effort to create an online food ordering system aims to replace the manual method of taking orders with a digital one.*

Keywords: Online food ordering

I. INTRODUCTION

Online food ordering is the process of ordering food from a website. The product can Either be food that has been specially prepared for direct consumption (such as vegetables straight from a farm or garden, frozen meats, etc.) or food that has not been (such as direct from a certified homekitchen, restaurant). The effort to create an online food ordering system aims to replace the manual method of taking orders with a digital one. The ability to rapidly and correctly create order summary reports whenever necessary is a key factor in the development of this project.

Methodology

An easy-to-use table management system will also be included in a good restaurant reservation setup. This enables restaurants to see their restaurant hour by hour and receive reservations through a variety of ways.

Advantages And Disadvantage

Easy, fast, and comfortable:

In short, your customers choose to order food online because it is really at their fingertips. Anyone with a smartphone can order food online from their favorite restaurant. According to a Harris poll, millennials (under the age of 30) are your most important target audience today. More than 97% of millennials use their phones for anything. Ordering food online comes into the same broad category. So using the online food ordering system is the easiest way to attract millennials.

Health benefits:

One of the important benefits of food ordering systems is health benefits. Because the meal is planned, it is easy to determine the exact number of calories consumed in each meal. Many food ordering systems retain their menu for health benefits and weight loss, which can be very helpful for individuals who are trying to lose weight and start a healthy diet.

Safer and healthier:

To reopen, food businesses will have to set up shop to meet the health and safety regulations of the Indian government. Owners must maintain social distances, use non-contact ordering and payment methods, and ensure surfaces are regularly cleaned. Even if you are a small shop owner, switching to the online ordering system for businesses means that your customers can order food without coming to the store and pay online without contact. This method not only brings profit to your business but also protects from the spread of covid-19.

Less chance for errors:

One of the best advantages of an online food ordering system for customers is that it ensures prices are accurate and there is less room for error when it comes time to settle the bill. This is because customers have to select an item in the

menu at the appropriate price and make sure that the right amount is always paid. This has some good benefits for your business; The chances of mischarging are low, less time in ordering errors, and helping to provide satisfactory service to customers.

More customers:

As the new life progresses with technologies, online orders and payments are expected to be accepted. If your payment and menu method is hassle free, your regular customers will recommend you to their friends and will share on social media about your restaurant. You can maximize your customers and your profits by providing a seamless customer experience.

Increased customer loyalty:

If you give customers a reason to come back, they will choose your store over your competitor. You can promote their loyalty through the loyalty program. According to a recent study, a personalized digital experience is also a great way to encourage customers to come back. According to a recent survey out of the 1000 customers, 50% said they change brands that offer a worse online experience, and 73% expect online customization. Through a restaurant online ordering system, you can give personalized offers to loyal customers, request reviews to increase your ratings, and get feedback on your service.

Higher customer spend:

We all know that more and more customers are now engaging in digital products and services than ever before. They also spend more when ordering online. Because reading the online menu is different from standing in line. Customers have more time to make decisions. If they want a rich, gooey chocolate cake, they can order a lean latte without fearing the judgment of others. Even better if you have a carry-on bag! Those who do not have food intolerance can take their time to read all the necessary information. This means customers are more likely to place large orders.

Highly customizable:

Food ordering apps are highly customizable so you can easily advertise your logo, brand colors, or other features that make your business unique. Additionally, if you want to delete or add an item to the menu, you must sign in, make your changes, and it's done.

Disadvantages:

While there are many advantages to the online food ordering system, there are also some disadvantages to online food ordering systems. They are

Price:

One of the major drawbacks of online food ordering systems is price. When food is ordered for more than one person, the cost is usually equal to eating at a good restaurant every night. Many food ordering systems cost more than \$ 20 per person per day. Even more expensive for some other food ordering systems. For individuals with a limited food budget, online food ordering systems are often too expensive.

Limited menu:

Another disadvantage for food ordering systems is menu choices. Most food ordering systems have a limited number of meals. The menu changes every few weeks or months, but if you stick to the system for more than a few months the menu items will come back again and again. You should also eat the food provided for that week. If you do not want to eat that particular food, you may have to order another food from another place or eat food you do not like.

Preparation:

The preparation factor may be a disadvantage to food ordering systems. Most food ordering systems give frozen food. They are usually easy to prepare, but they usually take more than an hour to cook because the food is frozen. To avoid

long cooking times, you can remove the food from the freezer the day before. However, remember to eliminate food from the freezer to reduce cooking time.

Quality of food may be suffer:

One problem with the food ordering system is that the quality of the food served is often worse than eating at a restaurant. Often, food has to be fed over long distances, and over time, precious vitamins can be lost. Also, food from the ordering system is often served in plastic packaging, which may not be very appealing to your eyes compared to the food neatly placed on your plate In a restaurant.

The Restaurant Times By Posist

Home Restro Gyaan

10 Steps To Improving Your Restaurant Online Food Delivery Sales In 2023

Restaurant delivery

Source: Unsplash

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Having a provision for delivery is a great way to increase revenues, sales, and profit margins at your restaurant. The online food ordering is flourishing and has completely changed the way traditional restaurants function. With platforms like Swiggy, Zomato, and Food Panda, online ordering is the new thing that can take restaurant sales to the next level. To add to this, the beginning of an era of 'cashless economy' and the proliferation of food-delivery only businesses, also known as cloud kitchens, has seen a significant surge in digital food ordering, and the restaurant delivery service sector has witnessed steady growth.

However, a poorly executed delivery service can severely damage your brand name. A poor ordering experience will also hamper the footfall at your sit-down restaurant, and this is where the necessity of optimized delivery management arises. This article will tell you how to master the online ordering and delivery at your restaurant.

How To Improve Your Restaurant's Online Food Ordering And Delivery Sales

Use Technology To Accept Orders

Implement the below-mentioned points to smoothen your restaurant delivery service:

Ordering- With an increase in technology, Online ordering has now become the most preferred medium for ordering food. There are many food delivery service providers that are popular among the customers, such as Swiggy, FoodPanda, Zomato, etc. You can choose which service to use according to your needs and preferences. You can also have your restaurant's own Online Ordering mobile app or website, which is directly integrated with your POS.

If you are using more than one Online Ordering service, then it is essential to choose a POS that automatically collects the orders placed through the various online ordering services. This would save you the hassle of manually calculating the orders at the end of the day. The efficient use of technology can improve your food delivery service and online ordering experience for both you and the customer.

Make sure that your website is SEO optimized and has a clear CTA. If confused, read how you can optimize your restaurant website to attract more online sales.

Cloud Telephony- For restaurants where the volume of delivery orders is high, and are placed majorly over the telephone, there is a high chance of missing orders. Even if you have multiple numbers for taking orders, at times, they

can go unattended, or your numbers may still be busy. To avoid such a situation, you can use cloud telephony. When a customer calls to place an order and the line is busy, or the call is not answered, the call is automatically transferred to the next number until the request is received. All call logs are maintained, and hence you can keep track of them.

Ensure Clear Communication

Phone ordering is, of course, still prevalent, but it can also prove to be inefficient. There are chances of your staff inadvertently taking down incorrect orders, or a customer did not explain his order correctly. Ensure that your staff is appropriately trained in communicating with the customers well over the telephone. Train them to confirm the order to ensure no discrepancy, politely. Also, take care that you provide clear ordering options to make it easier for the customers to understand and place their orders.

Create A Stellar Online Menu

Having an online menu that is crisp, concise, easy to read, conveys all the necessary information, and comes with a clear CTA is exceptionally crucial. This online menu can be anywhere, be it on your restaurant website or the various restaurant delivery service providers. Since you know that most of your restaurant delivery orders come from these online channels, what stops you from optimizing your online menu? To know more, read how you can optimize your online restaurant menu to augment your online orders and your restaurant delivery.

It is also very essential to have a stellar landing page for your online orders that will compel your customers to click on the 'Order now' button.

If you do not have an outstanding landing page yet, know how you can craft one here.

A Man ordering from a restaurant mobile application

Assign Orders and Track Deliveries With Technology

You can use technology to your advantage for assigning orders to your restaurant delivery agents, and then tracking the orders once they are dispatched. Through Posist's Delivery App, you can assign the orders to the free riders. You can keep track of the entire delivery process to assess drivers' performance and optimize routes. It helps you register the dispatch time, tracks your delivery staff, and analyzes the time it takes for orders to get delivered. This module also assists in categorizing customers as per their order data and optimizing home delivery orders based on that data.

Provide Great Service

Excellent service and providing remarkable customer experience is not just limited to when you are serving customers at your restaurant. It should also be extended to your restaurant delivery orders.

Take care that the food delivered is hot- Food that is delivered hot makes your customers believe that the food is freshly prepared while getting served food that is not hot gives an impression that it could be stale, leaving a negative impact on the customers. This could be taken care of by keeping track of the delivery time and ensuring the orders reach customers on time.

Remember to equip your delivery boys with insulated food bags that keep hot items warm and cold things fresh throughout the ride. For items such as drinks and ice cream, use dry ice to keep them fresh and frozen.

Package food safely in delivery vehicles- Care should be taken so that the food does not spill and get messed up in the containers because a messed up meal will eventually appear unappealing and less tempting to the customers. You can implement a different packaging technique and use spillfree containers for orders meant to be delivered.

Give special attention to the necessary add-ons- It can be extremely disappointing for your customers if they order a pizza and find no oregano or chili flakes. The entire experience of ordering food and eating should be convenient and fulfilling for the customers. Hence, you must ensure that appropriate condiments, napkins, and required tableware are provided along with all your orders.

Taking care of these details is not just necessary when your employees are delivering orders but also when third-party delivery drivers are being used. Delivery platforms like Swiggy and Zomato also have a star rating system. Maintaining a higher rating will mean that customers would be more likely to order from you, but for that, you will have to ensure that the food and add-ons are flawless, and there is no spillage issue from your end. This will enable you to increase your restaurant delivery orders on online platforms as well.

Outsource Delivery Drivers

With third-party restaurant delivery partners like Zomato, Swiggy, FoodPanda, etc., or outsourcing freelance delivery drivers as per your requirement, you no longer need to invest in a fleet of delivery boys and vehicles. Outsourcing delivery drivers is an innovative way to reduce delivery time during unexpected rush hours. It also reduces overall food delivery costs, such as insurance and hourly wages.

Estimation says that online ordering is generating about 70% of orders for all restaurants on average, and almost all the restaurants are integrating with the various online delivery agencies, which saves them the hassles of having in-house delivery boys. If you haven't yet integrated your restaurants with the different delivery agencies, know how you go ahead with the process, here.

Food delivery executive picking up the orders from restaurant.

Proper Address and Client Communication

A lot of restaurant delivery orders are delayed not only because the preparation takes long, but also because of the prolonged delivery time. Your delivery guys might find it challenging To reach a given address. This is a small hurdle that can be easily managed with proper communication with the customers. Make a call to the customer before taking their order out for delivery to confirm the address and ask for appropriate landmarks if you think that the address seems incomplete.

Also, use CRM software that maintains the name, contact details, and address of the customer to avoid asking for the address details each time. Provide your riders with a GPS that helps them locate the customers' addresses as well.

Focus On Packaging

Packaging is a critical aspect of food delivery that can make or break the restaurant's delivery sales. Ensure that you package the food well so that there is no spillage, and the food is in good condition. Ideally, the food should be as good to eat, as if it were served in the restaurant. You can also leverage packaging to create a brand recall for your restaurant. Ensure that the logo and theme of the restaurant is displayed on the packaging.

Have A Standardized Delivery Procedure

Outsourcing restaurant delivery partners does not mean that you have to compromise on your service efficiency. Specific delivery responsibilities should be assigned to the kitchen staff and delivery drivers. Outsourced delivery drivers should be well versed in their coverage area and make sure that your in-house kitchen staff knows well who is in charge of bagging the orders so that they can keep the orders ready to go. This will leave more time for drivers to match content correctly and avoid any mistakes.

Having a standardized restaurant delivery procedure will help you streamline your operations.

When it comes to restaurant delivery, you can neither compromise on the time taken for delivery nor the efficiency of the preparations. People ordering food are eager to dig into food as early as possible, and delayed delivery can make them sceptical about ordering from your restaurant the next time. Inaccurate orders, on the other hand, can completely ruin the customer experience.

Offer Promotions And Coupons

Plan your promotions around the target customer and your business needs. If there is a particular dish that isn't selling well enough, then offer a reduced-price set menu which is bundled with a popular dish. You can also try running promotions during down-times and holidays by running drink specials and giving out early-bird offer discounts.

Discount coupons and free food delivery options can also be offered at a minimum order price. Introduce combos on the menu and offer free drinks on them. You will need to experiment with multiple promotions- the target being to push high-margin menu items while minimizing the promotional cost.

With increased technology and changing demographics, the future of restaurant delivery is now brighter than ever. Hence, you need to ensure that you provide top-notch customer service even when you are getting your food delivered to your customers. Hope you have garnered all the necessary information on how to increase the restaurant delivery sales, which will help you acquire huge profits.

Top 5 Online Food Delivery Apps in India

Zomato

Zomato is a food discovery and delivery website that connects consumers to the top regional eateries and cuisines. Finding the ideal restaurant is simple because of the app's thorough restaurant information, which includes menus, images, and user ratings. Users can bring their favorite meal to their door using its quick and dependable delivery service, saving time and effort. Zomato offers a wide option of vegetarian and non-vegetarian food options to satisfy all tastes and preferences. Zomato can help you select a quick lunch, an amazing dinner for two, or a family meal.

Swiggy

One of the most popular mobile applications for ordering meals in India is Swiggy. It was stimulated by fulfilling customers' complete dietary requests and making transportation arrangements from the best neighboring hotels. The greatest online meal delivery service for Mumbai, Delhi, Kolkata, Bangalore, Chennai, Gujarat, and other significant metropolises is Swiggy. Swiggy, which has received over 10,000,000 downloads on Google Play in India, is the most widely used online food-ordering app. There is no minimum order quantity; customers can order from any restaurant. Additionally, all adjacent hotels contribute money to the service. The top smartphone app for meal delivery in India now offers grocery delivery. The software is expanding quickly and offers more functions than just meal ordering.

Chowman

A well-known online meal delivery service in India called Chowman is known for its delicious selection of Chinese food. Chowman has been using a white-label food delivery app solution by DeOnDe Chowman offers a diverse menu with various appetizers, main courses, and desserts to satisfy the palates of Indian clients who enjoy Chinese food. Customers may utilize the app's straightforward and user-friendly design to browse the menu, place orders, and track delivery in real-time. Chowman makes sure that food lovers across India may enjoy an authentic and wonderful dining experience from the convenience of their homes or offices by placing a significant emphasis on quality, hygiene, and prompt service. Imagine having access to an arsenal of pre-built code bundles ready to supercharge your Python projects.

UneraEats

With the help of its parent company, Uber, which was already established, UberEats quickly gained popularity. When UberEats originally debuted in Mumbai, it collaborated with more than 200 restaurants, including The Bohri Kitchen, Le15, Coffee by Di Bella, FreshMenu, Chaayos, and The good Wife, to name just a few. Uber has carved out a fantastic niche in the market by offering convenient transportation and later food delivery services.

Food Panda

Food Panda was established in 2012 as an on-demand meal delivery business by Ralf Wenzel and Benjamin Bauer from Germany. Food Panda goes by Hellofood and operates through the website in South America, Africa, and the Middle East. Various restaurants with cuisines from Asia, Europe, or Mexico are available on FoodPanda. The app also offers delicious foods for those who do not wish to gain those additional pound.

Importance

As technology improved day by day drastically it become very comfort to the people to fullfil their needs. We know that everyone prefer comfortness. Coming to the importance of food ordering mobile apps not only food industries but every online business should have a userfriendly omobile apps. With this we can target the customers easily and also we can improve the businees a lot.

Food industries must maintain the mobile app which will use easily and process quickly. From this one can order their food from anywhere. I feel browsing on desktop and ordering food it takes a long process and we can't say that laptop or desktop is with us everytime. But we can say with confidently that everyone will keep their mobiles with them wherever they go. By having a mobile app for food ordering they can order food easily at anytime

Importance :

Easily target the customers
Increase in business factors
By offering offers on mobile apps we can increase the returning visitors
Increase in new customers activity

Objective

Goals and Objectives: The following are the goals and objectives of the said web application:
To provide customers for a way to place an order at a restaurant over the internet.
With a website or mobile app, customers can easily browse all the dishes the restaurant has available.
To customize dishes to their requirements and place an order.
Customers can also save their favourite orders allowing them to easily re-order that in the future. •From the restaurants perspective, they no longer spend time taking the customers order, stop worrying about communication errors and streamline their order management workflow

Features

User-Friendly Interface

An online ordering system should always have a user-friendly interface. Whether it's a counter dashboard, kitchen display system, or customer's order placing interface. Customers tend to place more orders when the online ordering system has a user-friendly interface.

Budget Friendly

The restaurant business brings a lot of revenue. But it is also expensive when you are starting. Such as rent, decoration cost, employee cost, inventory cost, and many more. So if you are bringing an online ordering system it should be heavy on the bills but budget-friendly. When you are bringing a new online ordering system, make sure it's budget-friendly.
If you are new to the restaurant business, then read this article and learn how to start a restaurant business with no money.

Smooth Billing System

An online ordering system should have a good transaction system. It must be safe and secure. No sensitive information can be leaked from the system. Otherwise, customers can get exploited. Customers can even take legal action against your restaurant. It must be quick at the same time. Customers can get irritated with a slow billing system. A fast and safe billing system ensures customer satisfaction.

Multiple Payment Gateways

Nowadays customers prefer multiple payment gateways to pay their restaurant bills. So make sure your restaurant's online ordering system has multiple payment getaways.

Social Media Integration

An online ordering system should have a social media integration process. When you can integrate your social media, you will be able to increase your order rate 10 times more than before.
Read this article to learn about the importance of social media for restaurant business promotion.

Contactless Or QR Scanner

Another amazing feature of an online ordering system is a contactless or QR scanner. With the help of a contactless or QR scanner, customers can pay the bill without any hassle quickly.

Responsive Device Friendly

Customers are more likely to place orders from mobile phones than from desktops or laptops.

Some customers use tablets. So an online ordering system has to be responsive and device friendly. It should give the best experience to all customers regardless of the device the customer is using to place orders.

Create A Personalized Look

An online ordering system should give users the option to modify any design to suit their needs. So anyone with no technical knowledge can easily customize it and add business-related information such as logo, theme color, etc to create a personalized look.

Location Tracking Engine

An online ordering system should have a location tracking engine to deliver the food properly to the customer's house. It is not a good-to-have feature but a must-have requirement or feature for an online ordering system.

Record Sales History

The best part of having an online ordering system is that it records all the transactions made in the system. You can see the sales history and know how much revenue your restaurant made every day.

Scope of study

Restaurants can offer electronic ordering both through their own online web or mobile site And through sites that serve various restaurants, and all restaurants also accept orders via text Message more over the credit point and discount coupon out that many restaurants increased Sales level as a result of accepting electronic orders. The restaurant now day a interactive and Up-to-date menu with all available options in an easy to use manner. Most of Younger Consumers were more likely to have used online food ordering is essentially adoption on selfservice approaches. Well-designed self-service ordering systems give customers actual Control over the pace of their transaction and allow them to limit the amount of personal Interaction of restaurant. In most cases, an increased level of control has been shown to lead To higher level of customer satisfaction and greater intent to use or recommend suggested the Service. Perceived convenience of a self-service system also leads to an increase in adoption And satisfaction. In this instance, the definition of convenience is related primarily to access Convenience and transaction convenience. A customer will search for a favorite restaurant Base on customer location, choose from available items. Payment can be amongst others Either by credit card .

Purpose

The primary purpose of an online food ordering system is to allow customers to easily place orders at a restaurant over the internet With the improvement of technology, online food ordering systems are becoming a popular topic. That's because they are serving the ever increasing demand for convince. The main purpose of an online ordering system is to provide customers for a way to place an order at a restaurant over the internet.

So why is this important?

The main reason is that it benefits both the customer and the business. With a website or mobile app, customers can easily browse all the dishes the restaurant has available, customize dishes to their requirements and place an order. It can also save their favourite orders allowing them to easily re-order that in the future. From the restaurants perspective, they no longer spend time taking the customers order, stop worrying about communication errors and streamline their order management workflow.

II. CONCLUSION

The consumer's perception on online food ordering varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online food services. The perception The consumer varies according to various similarities and difference based on their personal opinions. The

study reveals that mostly the youngsters are attached To the online food ordering and hence the elder people don't use these onlineServices much as compared to the younger ones. The study highlights the fact that Youngsters are mostly poised to use online food ordering services. The study alsoReveals that the price of the products, discounts and special offers have the most Influencing factor on online food ordering. The second most influencing factor is the convenience, the next most influencing factor is on-time delivery. The studyHighlights that respondent often prefer to order on weekly basis, the type of mealsWhich were mainly preferred to order was the snacks followed by dinner. Fast foodWas fancied by most of the respondents in their choice of cuisines. The study alsoRevealed that a major proportion of respondents uses either Uber eats or ZomatoTo order their food online. It was also observed that a less percentage ofRespondents were inclined towards the use of Swiggy and Food Panda. In aNutshell, through this study, it is found that majority of students of Indore region areWell aware of the online food ordering and most of them have used online foodOrdering services which indicates the growing popularity of the online foodOrdering within the youngsters.