

# Click4AMeal

Improves customer satisfaction by:

## 1. More Time with Customers

With Click4AMeal, orders are placed online instead of over the phone, giving your staff more time with customers already in your restaurant.

## 2. 24/7 Ordering Convenience

Click4AMeal gives your customers access to your menu all the time, and they can even place orders in advance - a great family supper can be ordered at lunchtime - perfect for those on the go!

## 3. Fulfill Their Demand

35% said they would order from their favorite restaurant if it offered the service. 92% of frequent diners have Internet access.

## 4. Reordering is Easy

With Click4AMeal, customers save orders as "The Usual," reordering their favorite menu items in less than 15 seconds.

If 15% or more of your sales come via take-out or delivery, you need online ordering!



# Click4AMeal

The online ordering solution that will increase sales and improve customer satisfaction



Sign up today by contacting your Micro\$ale Dealer!

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Increase Sales!

Improve Customer Satisfaction

Let Your Customers Order Online!



# Click4AMeal

In partnership with Micro\$ale, is proud to offer online ordering that's reliable, affordable and quick and easy to set up!

# Click4AMeal

Increases sales through:

## 1. Higher Ticket Averages

Guest checks from online orders are typically 20-30% higher than those placed over the phone. Online customers order 11% more frequently than phone customers.

## 2. Upsell High Margin Items

During peak hours, employees are often too rushed to upsell menu items. Click4AMeal consistently upsells high margin items, such as drinks and desserts, at the time of check-out.

## 3. Gain Valuable Marketing Information

Click4AMeal captures the email addresses, special occasions and purchasing patterns of our customers for your next promotional campaign. Build customer loyalty for your restaurant.

## 4. Eliminate Errors

With Click4AMeal, customers enter exactly what they want and how they want it. There is no miscommunication, saving you money on remakes and ensuring price accuracy.

## Quick Online Ordering Facts:

- 97% of Americans are ready to order food online.
- 92% of frequent diners have Internet access.
- 87% of those who have ordered food online said they will order online even more.
- 85% of all to-go orders come from people aged 18-49. This age group uses the Internet frequently.
- 56% of people who order online do so because they are strapped for time.
- More than 50% said they would come back more frequently if their favorite restaurant offered online ordering.

# Letting your customers order online is as easy as 1-2-3!



Reliable,  
Affordable &  
**100%**  
Integrated  
with  
MicroSale



1

## Get Set-Up

- Your MicroSale dealer will ensure that your system is compatible with Click4AMeal and will work with our team to complete the set up process and the creation of your online menu.
- If you have a website, we will provide a "Click to Order Online" button that you can place on your site.
- If you do not have a website, we'll provide you with a Web address that gives your customers direct access to your online menu.

2

## Promote Your Online Ordering

- We provide you with complimentary marketing materials, including to-go box stickers, door signs, table tents, and press releases so you can let your customers know they can order online.
- We encourage you to promote your online ordering capabilities in all advertising and marketing, including marquees, radio/TV/print messages, in-store signage, your website, Facebook and any other social media.

3

## Receive Online Orders

- Customers place their food orders by clicking menu items on your website. They can customize their order to their preference, such as "extra cheese."
- Click4AMeal delivers the online order to your restaurant through MicroSale. The order acts exactly as an order placed at a terminal.
- Make sure you never miss an order by receiving our optional notification phone call or text message.

Call your MicroSale Dealer

or Click: [www.click4ameal.com/Microsale](http://www.click4ameal.com/Microsale) for a demo