



How to increase table service efficiency and revenue



yoello.com

Introduction

Dear Hospitality Colleagues,

This year has been a truly testing time for the industry, but hospitality businesses have reopened their doors, adapted and continued to serve customers against the odds.

With the industry employing around 10% of the UK's workforce, it is vital that we find a way to keep businesses open and in the safest possible way.

Now that the Government has announced that table service is mandatory in all venues for the next six months, businesses must turn to innovative solutions to make operations viable in the 'new normal'.

Our mission is to provide crucial support to the sector through our technology, so that businesses can remain open, operate safely and in turn keep workers on their books.

The year ahead remains uncertain, but without question we will all find our way in the 'new normal' and Yoello is here to support hospitality businesses to survive and grow despite the obstacles.

With hope,



Scott Waddington

Yoello Director (Ex CEO S.A. Brains)

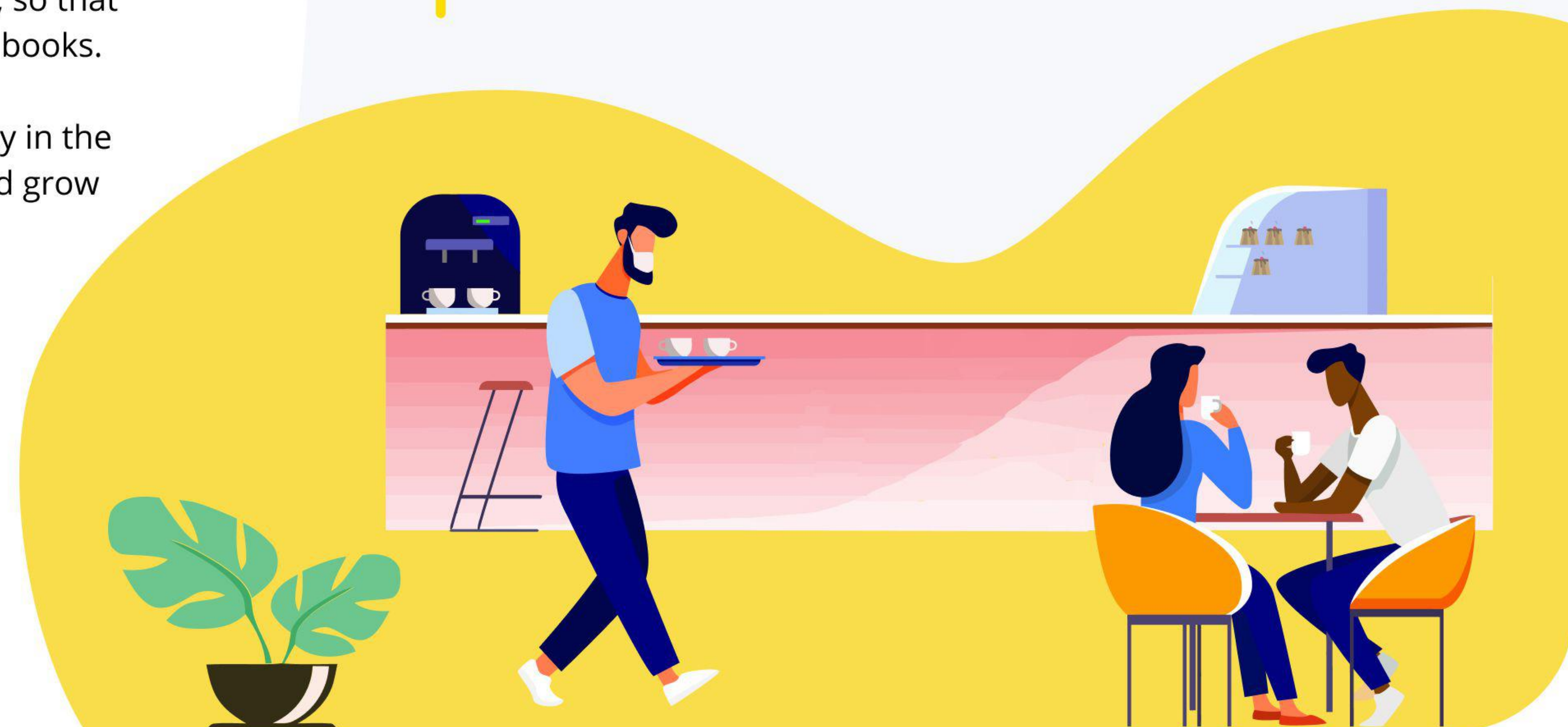
What you'll find inside this guide:

How is traditional service changing?

How to operate efficient and profitable table service by using technology.

Tips for getting the most out of offering Mobile Table Service.

Why you should consider offering a click & collect service to increase revenues.



How is traditional service changing?

With table ordering now a legal requirement, traditional service is shifting as hospitality businesses adopt new ways of operating without queues, with minimal contact and with strict hygiene measures.

The government guidance is tipping hospitality from a hugely people-led industry to a more tech-led operation, it's those that use it to enhance the customer experience who will succeed. This can be done in many ways: from the more obvious, like speeding up the ordering and payment process, instilling a sense of safety by taking away the necessity to touch menus and card readers, right through to freeing up time to get your staff back on the floor and engaging with customers.

Mobile order and pay technology is making table service much more cost effective and efficient for venues. This is now a vital investment for operators looking to succeed now and well into the new normal. **With 2/3 of consumers saying they're open to trying new contactless methods**^[1], now is the time to get a system in place.

Over 60% of customers prefer to avoid touching card reader pads when making a purchase^[3]

75% of customers say they will make choices based on how safe they feel^[2]



[1,2] Source: Consumer survey by chef Marcus Wareing, June 2020

[3] Source: Ipsos for PayPal, June 2020

Can businesses afford to operate table service without technology?

Order and pay technology is a proven solution for improving table service efficiency and revenue, here are 6 ways that Yoello can support and enhance your table ordering service.



1

Hiring more staff to manage table service is unsustainable. Yoello takes care of taking orders and payments, saving your existing staff time so they can focus on more efficient service.

2

Spend per head is on average 30% higher through mobile ordering. Being able to order comfortably from the table ahead of time and without needing to queue, customers often spend more when service is fast and convenient.

3

Less room for error. You process exactly what the customer orders, with no misinterpretation when taking orders you save your staff from handling potential disputes and reduce wastage.

4

Less unnecessary contact. Staff and customers feel safer with less movement around the establishment, fewer close interactions with customers ordering and making payments through their smartphone, as well as the removal of handled items such as physical menus, receipts or cash.

5

Increased table turnover. With no queues, no waiting to make an order or payments and with customers get served quicker - the time overall quicker service time means that tables turn over quicker.

6

Upselling is much easier with a digital menu. Customers feel in control when they can easily customise their order through modifiers and preferences. With a less pressured ordering environment, customers are more likely to add extras or go for larger portions. **The average order made through Yoello is £35.60.**

'Spend per head is on average 30% higher through mobile ordering.'

Tips for getting the most out of offering Mobile Table Service.

When you switch your venue from traditional service to running with a technology led solution, it is important to make sure customers have the best possible experience. After speaking to a number of our partners, here are 3 top tips for putting customers first.

Customer Interaction

By removing unnecessary touchpoints, you are making your venue safer and service more efficient, it is however important to still maintain a level of customer interaction.

This interaction can simply be moved from the ordering process to the point of delivering food and drink to the table so that customers still get a sense of personable human service.

Make sure your staff follow Covid safety guidelines when serving a table at all times.

Offer special assistance to less tech capable customers

It is important that your staff learn how to navigate the consumer app inside out and can walk customers who are less technical through the process in a clear, simple and concise manner.

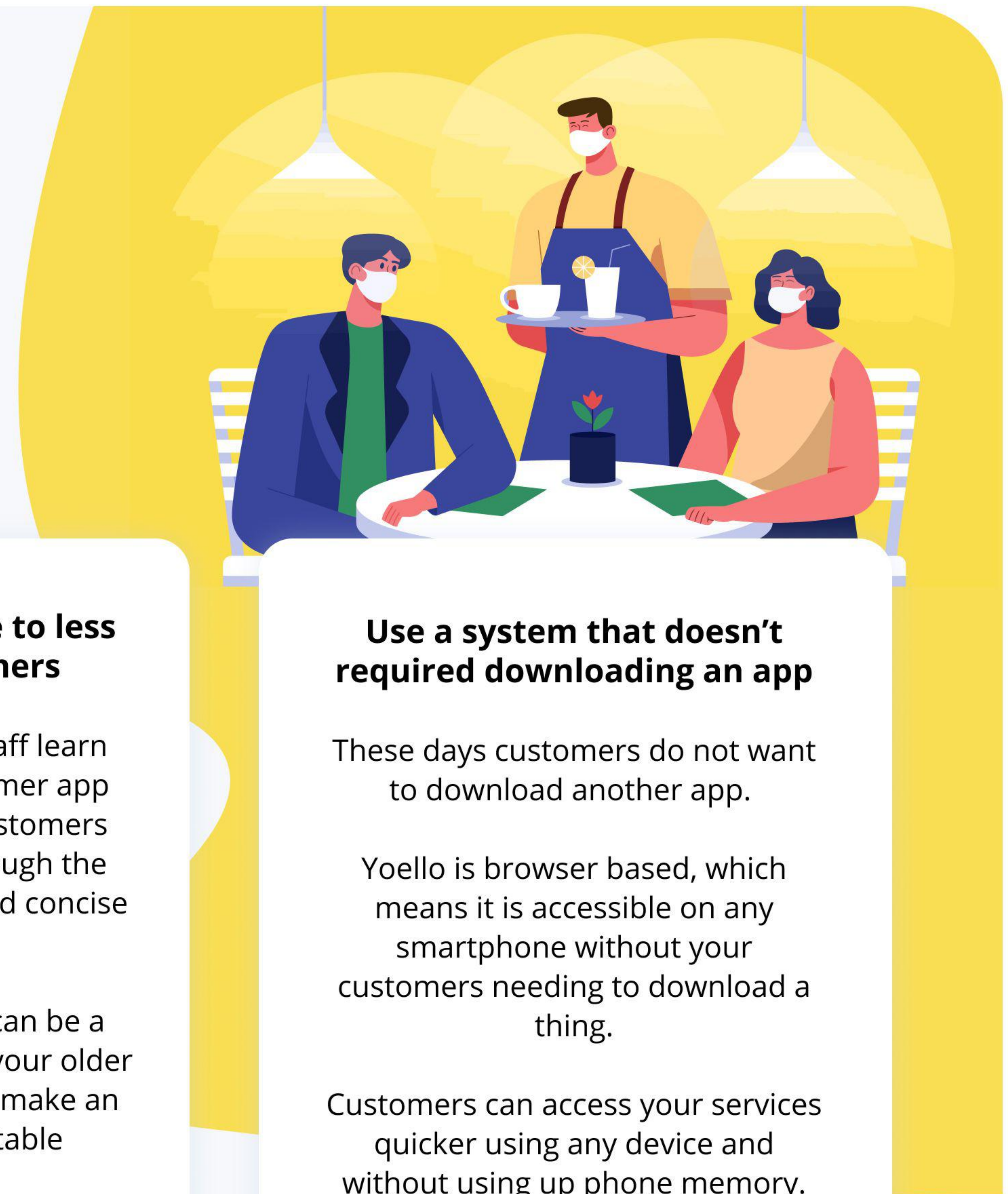
An older member of staff can be a great advocate for showing your older customers how easy it is to make an order from a more relatable perspective.

Use a system that doesn't required downloading an app

These days customers do not want to download another app.

Yoello is browser based, which means it is accessible on any smartphone without your customers needing to download a thing.

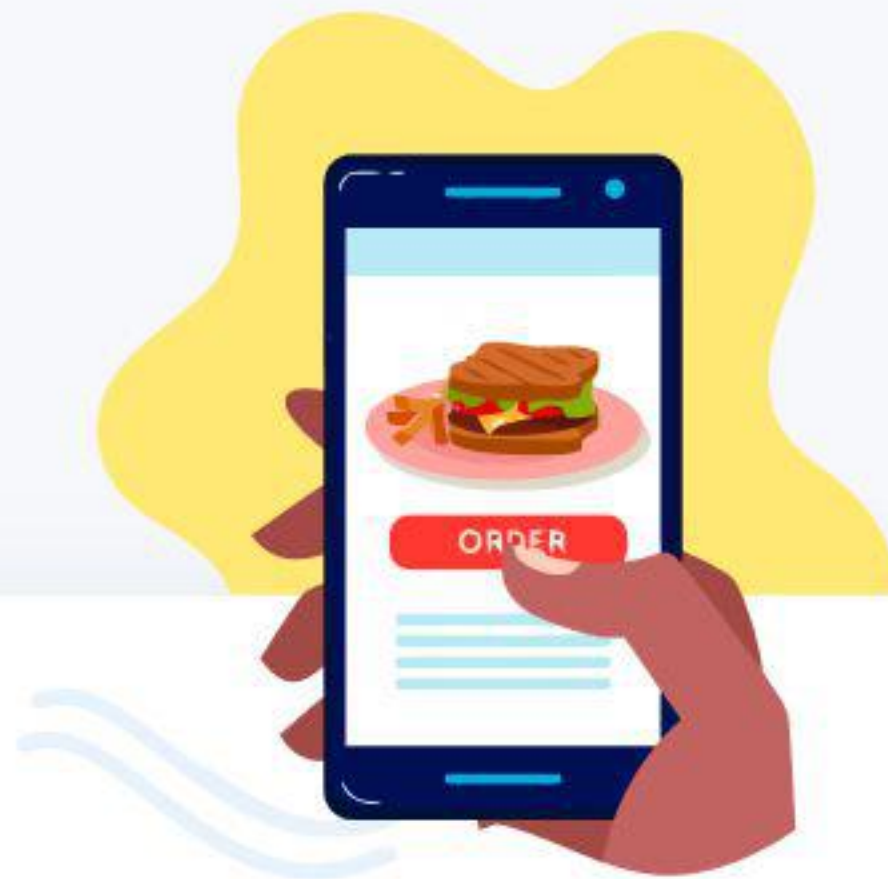
Customers can access your services quicker using any device and without using up phone memory.



How to increase revenues with mobile ordering

Whilst social distancing restrictions are in place, you will be running at a reduced capacity, therefore it is essential to find ways to increase revenue streams whilst improving staff and customer safety.

Not only does Yoello's mobile ordering increase safety and improve the customer experience, it also increases revenue too. Here's how:



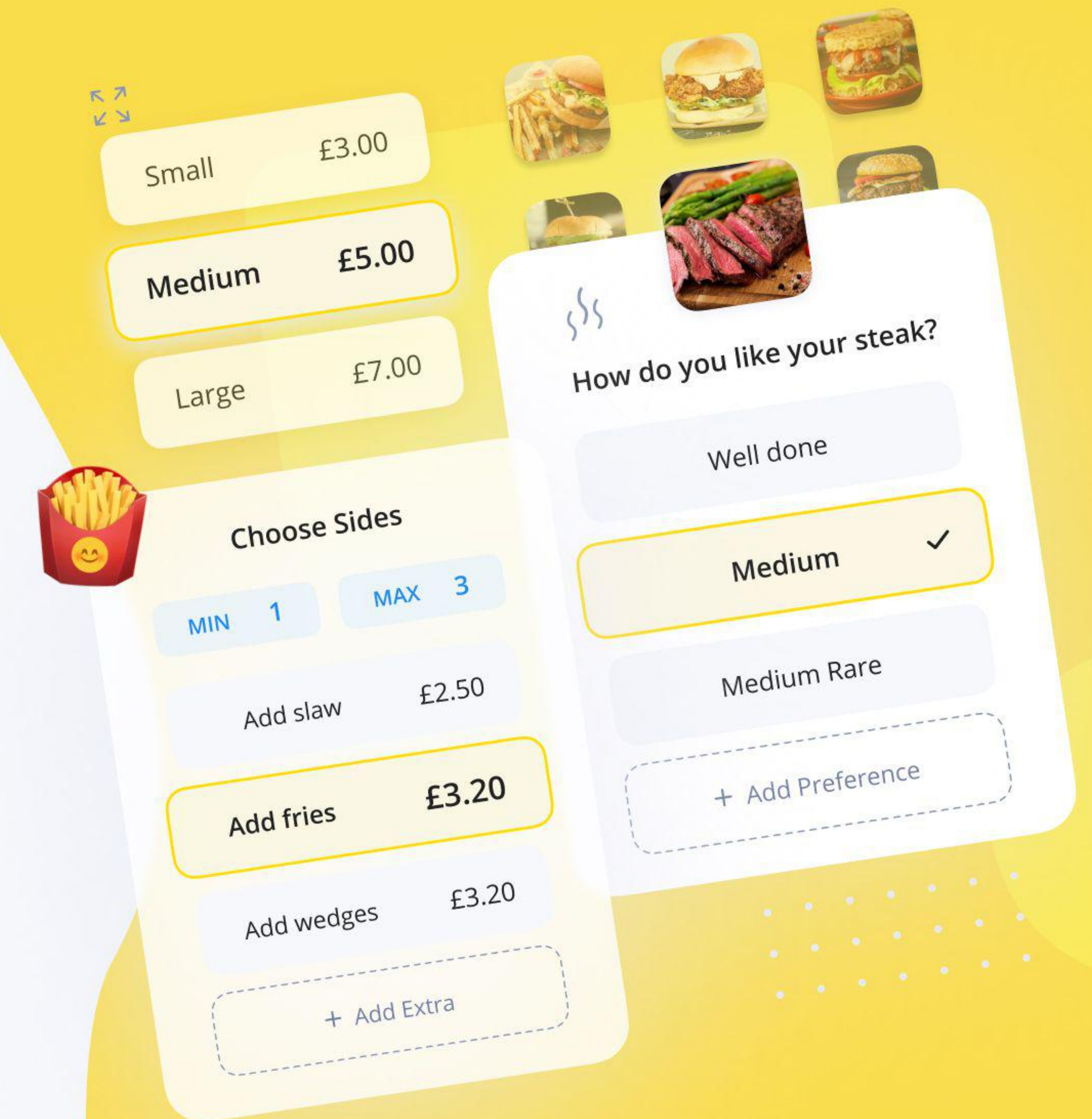
Mobile ordering has been proven to **increase spend-per-head by 30%** on average. Automated upselling is also a seamless part of the customer journey and is very effective.



It reduces service time which in turn **increases table turnover**. This also alleviates considerable pressure from staff, particularly when a venue is running with skeleton-staff.



Yoello facilitates **click and collect and delivery services** alongside table ordering at no additional cost, this will allow you to sell your products to more customers.



Self-service gives the customer control of the ordering process, they can order when they want and it removes any potential social discomfort, for example with ordering dishes they can't pronounce, **or ordering a larger portion/ additional items.**

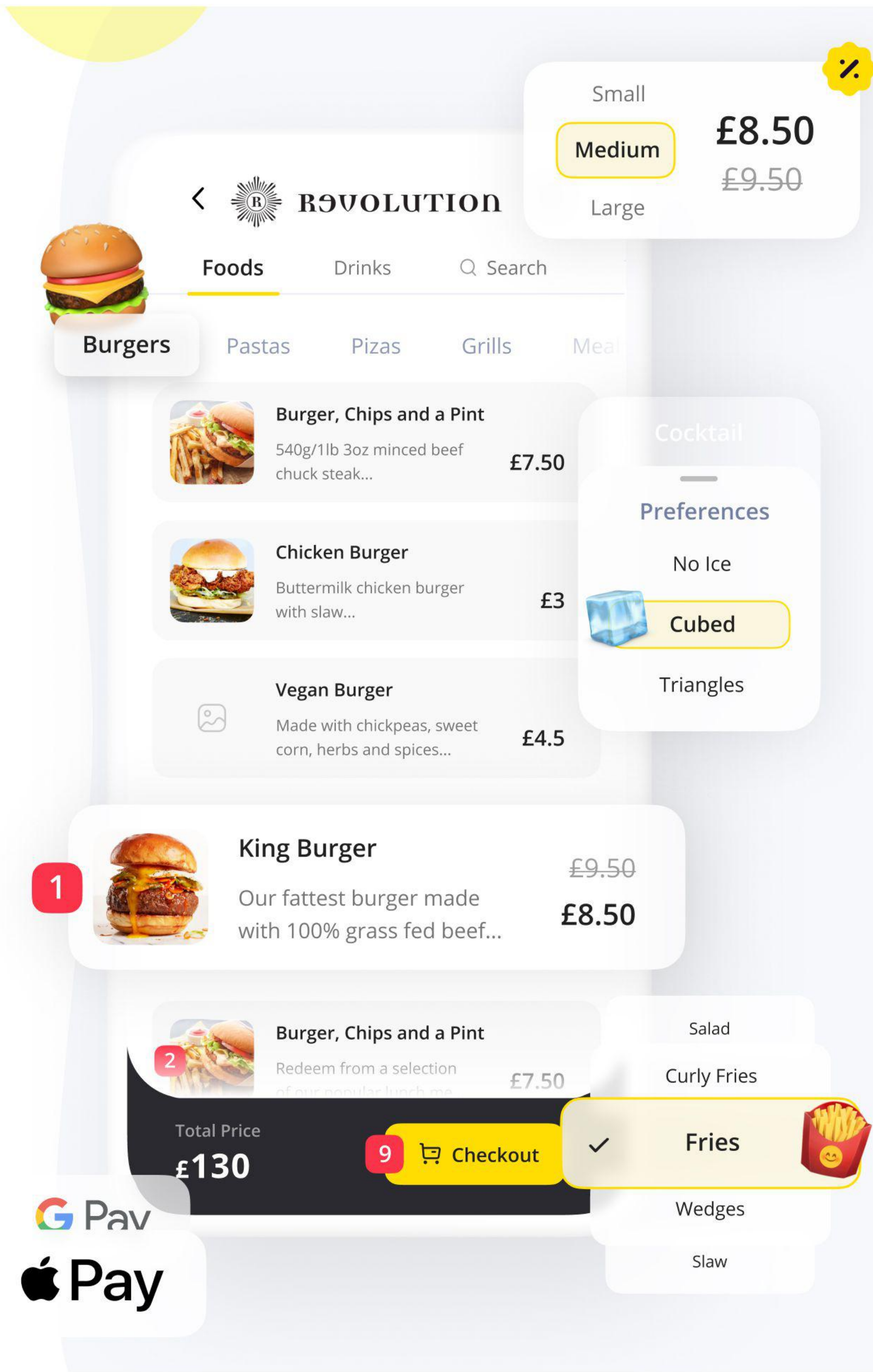
Who We Are

Yoello is an award winning fintech based in Cardiff. We're disrupting the payments market by utilising open banking technology to bring customers and merchants closer together and ultimately make transactions cheaper, quicker and more convenient for everyone.

Secure and seamless, Yoello is the UK's only FCA authorised mobile ordering solution providing an unrivalled user experience.

Customers simply scan a QR code to browse a menu, order to their table and make a payment using any smartphone - no app download is needed. The platform allows customers to conveniently order and pay for food and drinks safely from their table with no staff contact, no physical menus, no cash and no queues.

Yoello is used every day in thousands of businesses across the UK with venue owners seeing on average 20-30% increase in spend per head after switching to the platform. As well as mobile table ordering, businesses can also offer click & collect and delivery services through the platform at no extra charge.



Why Does The World Need Yoello?

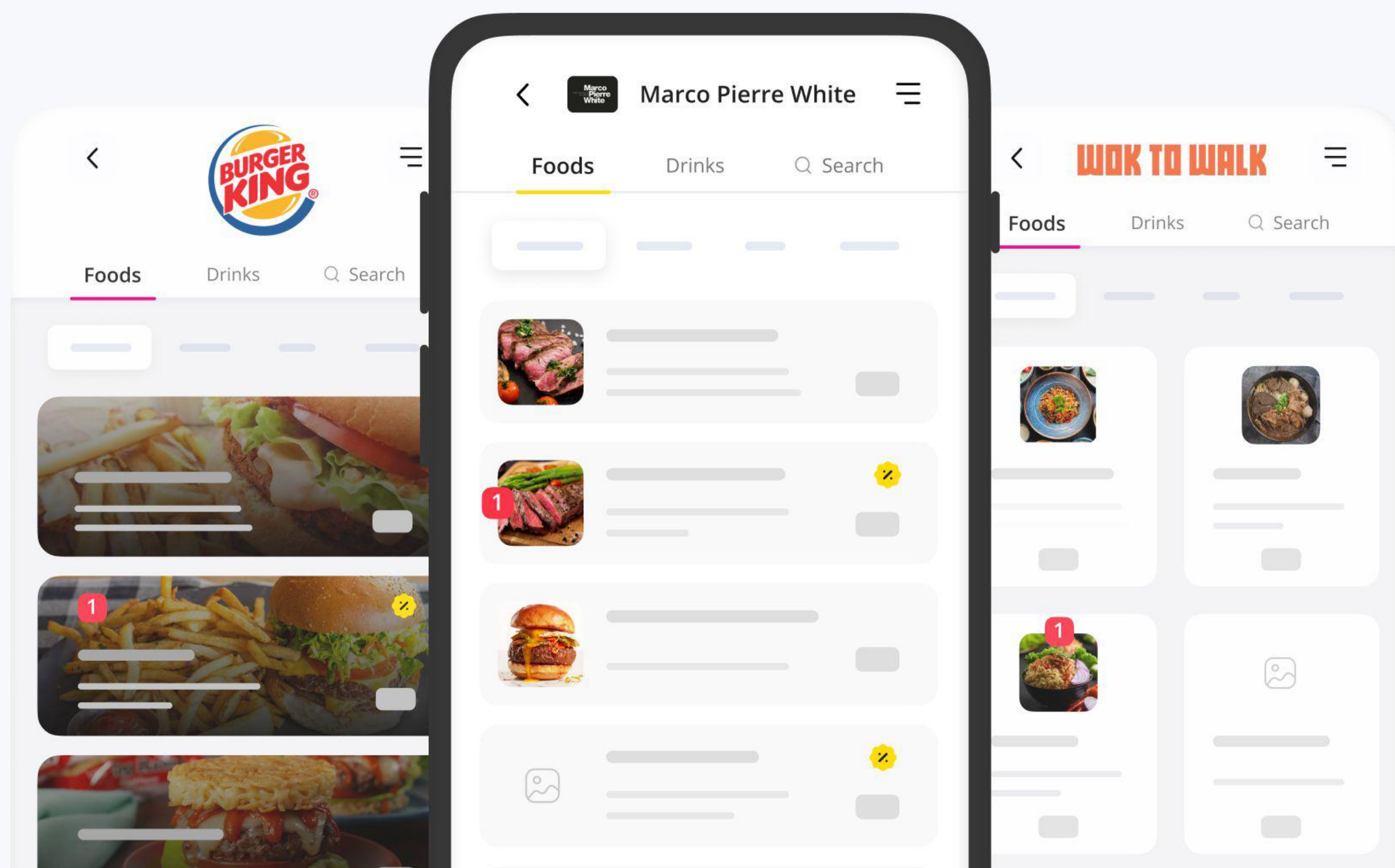
"Best thing about Yoello is it's fluid, fast and you don't need to grips with tech because it just works. It's way more efficient not having customers in front of you...we received 100 orders in 10 minutes, which is no problem for us now" - **Andrew Chongsathien, Brother Thai**

"If we hadn't got the Yoello app we would have to have a lot more staff physically going round and taking orders and it wouldn't be viable us opening, simply because of the wage costs. I definitely recommend other pubs to look at mobile table ordering because going forward I don't think they're going to be able to survive without it. What Yoello offers is a lifesaver for us" - **Leigh Watts, The Greyhound Inn**



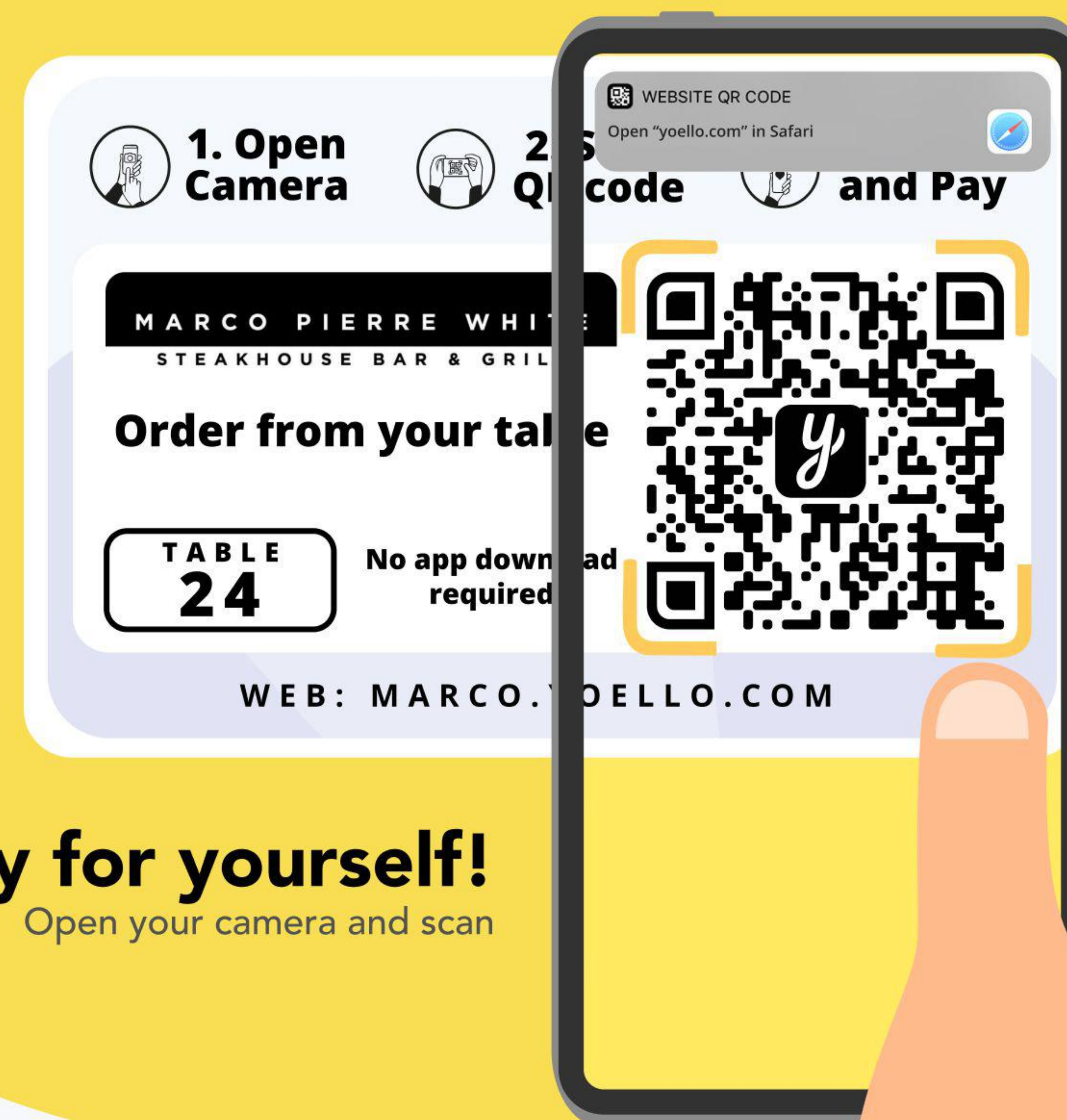
Customers can **scan or tap** a bespoke QR plaque fixed to the table **using any smartphone** to access table ordering services.

No app download needed!



Scan or Tap

QR plaque on every table



Try for yourself!

Open your camera and scan

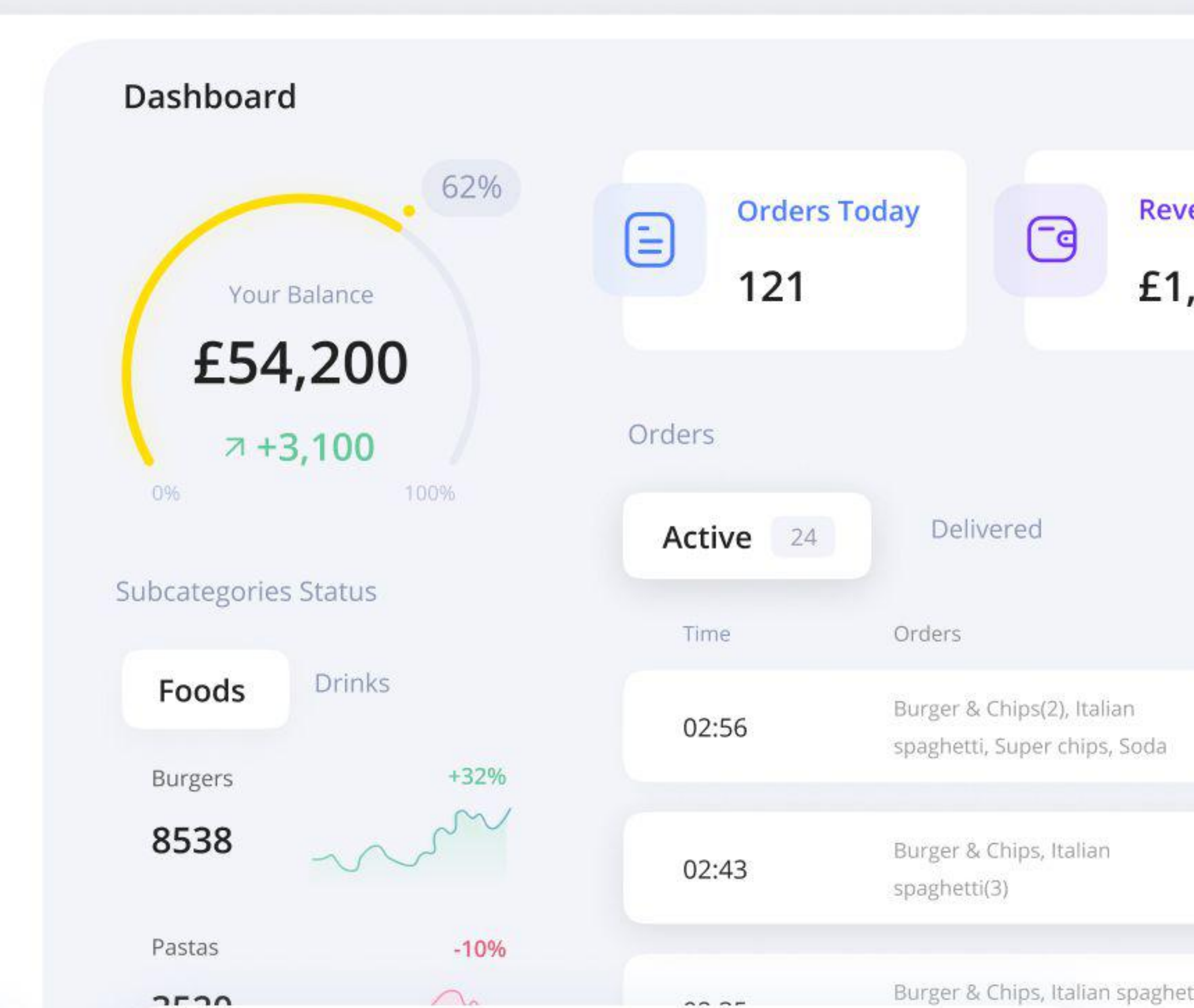
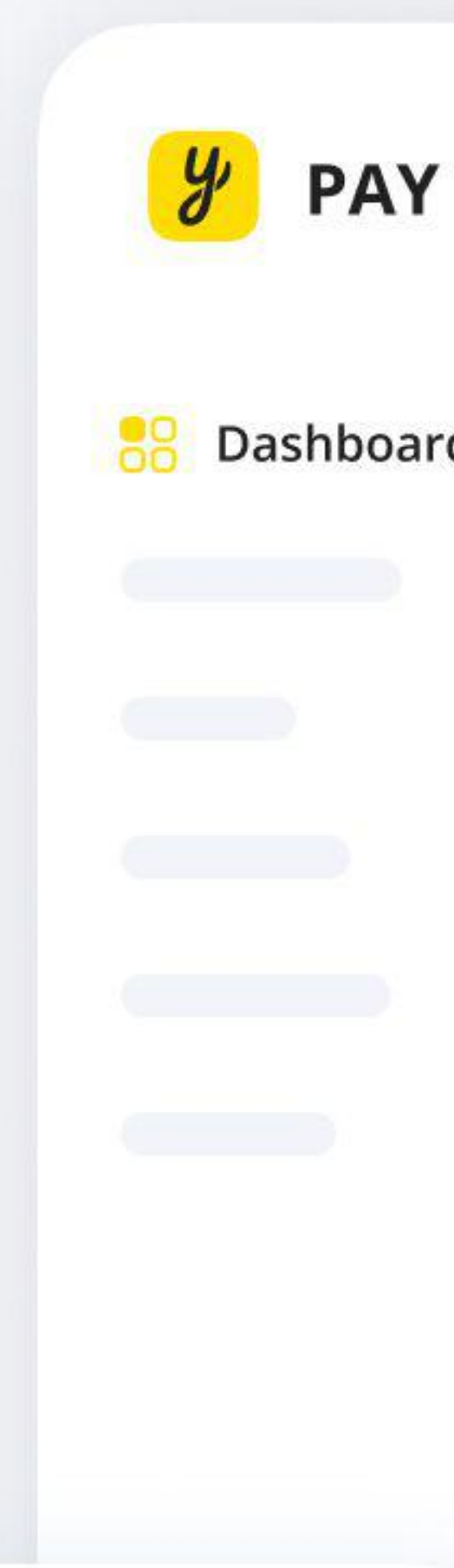
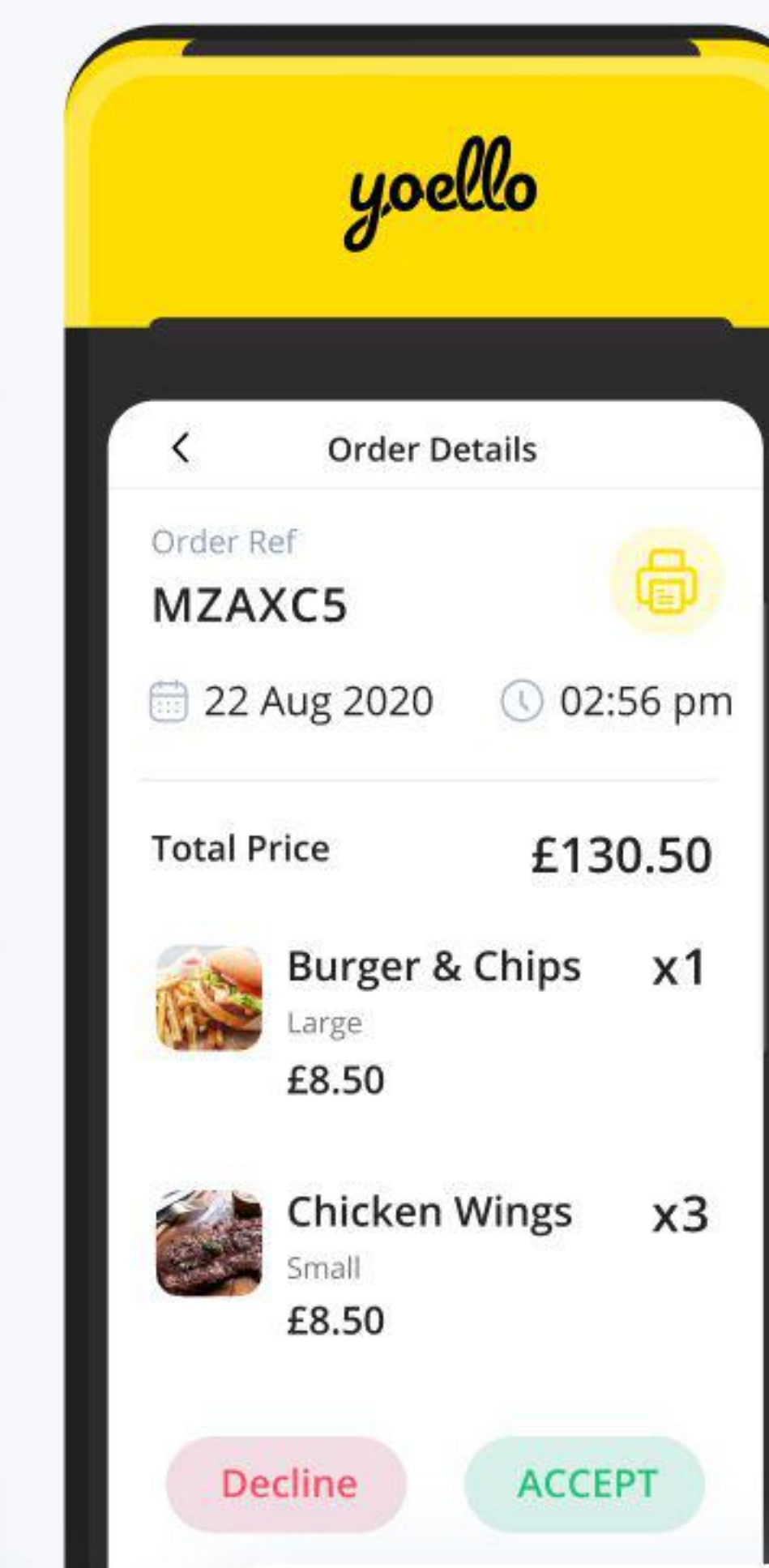
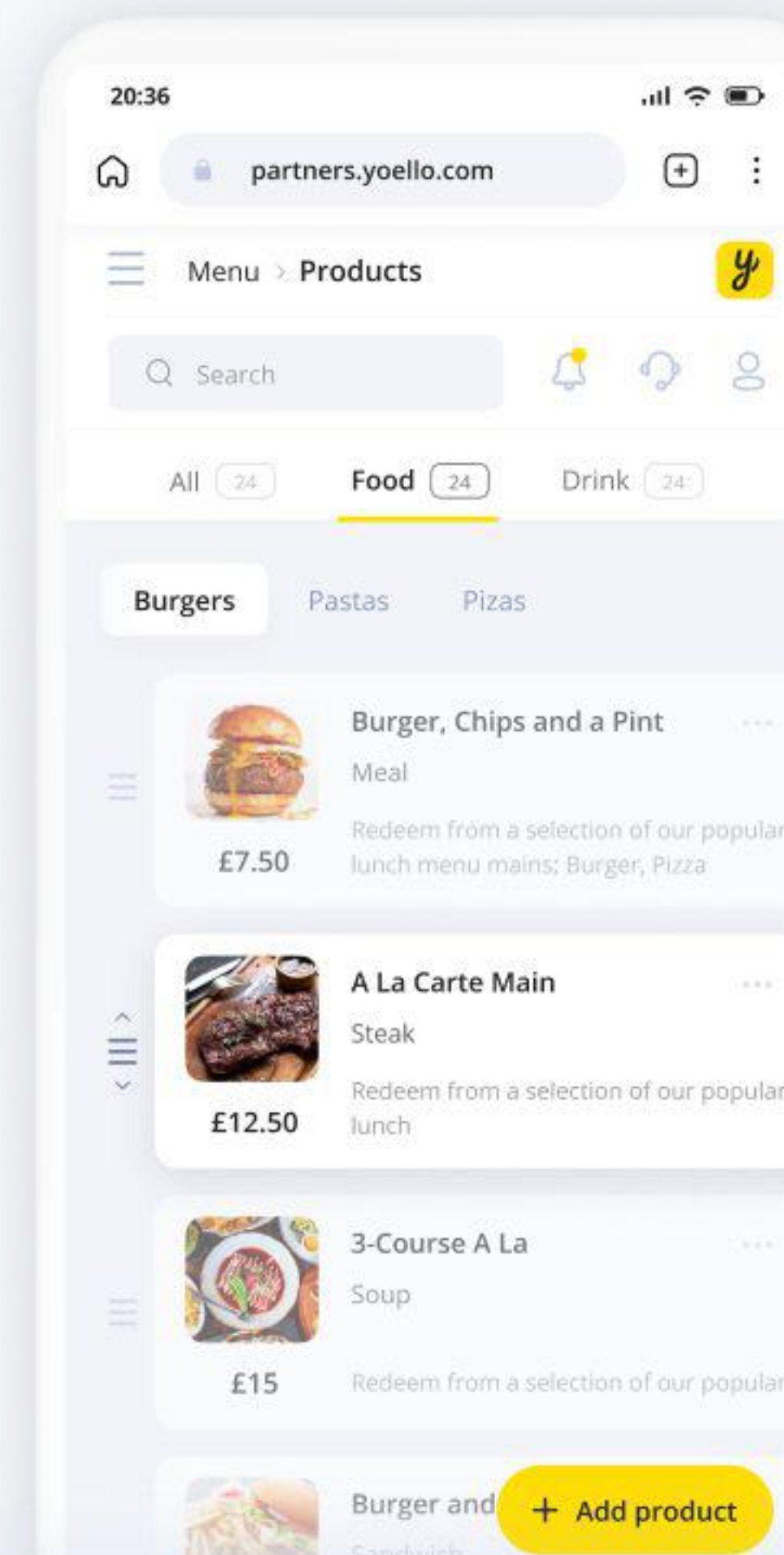
COVID SECURE



5 Steps To Get Yoello Set Up Alongside Your Existing System

Mobile table ordering has the ability to keep your business running safely, whilst minimising the impact of reduced capacity to your bottomline.

Here's how you can set up Yoello today to get you started:



1

Sign up

It takes just 5 minutes to sign up and create your account, simply visit **get.yoello.com** from here we'll set up your profile.

2

Merchant portal

Once we have uploaded your menu and got your profile set up, you can make your own updates through your merchant portal log in.

3

We then send you your Yoello Point Of Sale (POS) terminal and bespoke QR plaques to attach to your tables. Yoello's integration is seamless and doesn't require you to change anything within your current operation.

4

When you receive these items, we will **set up a demo to walk you through using Yoello**

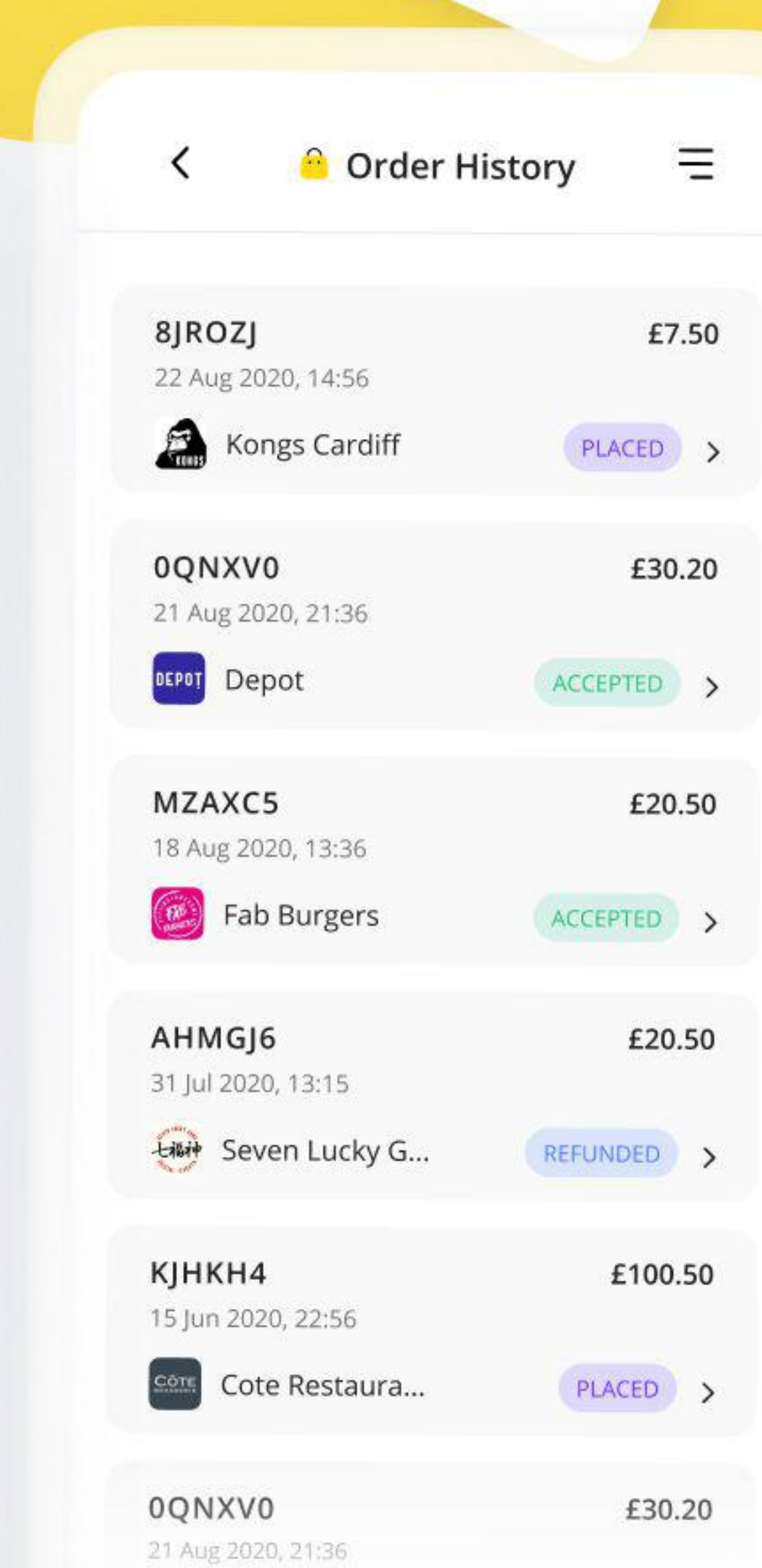
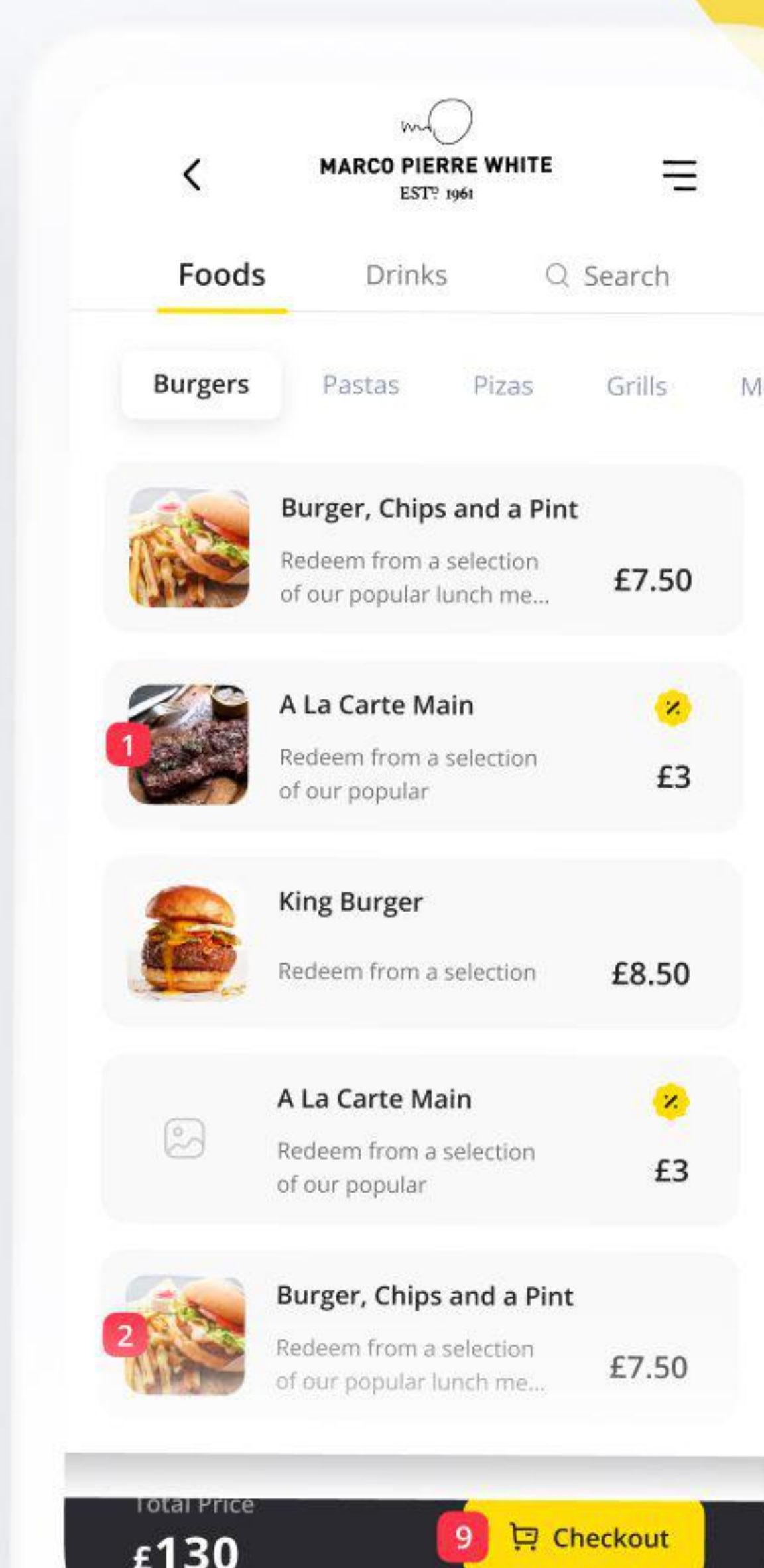
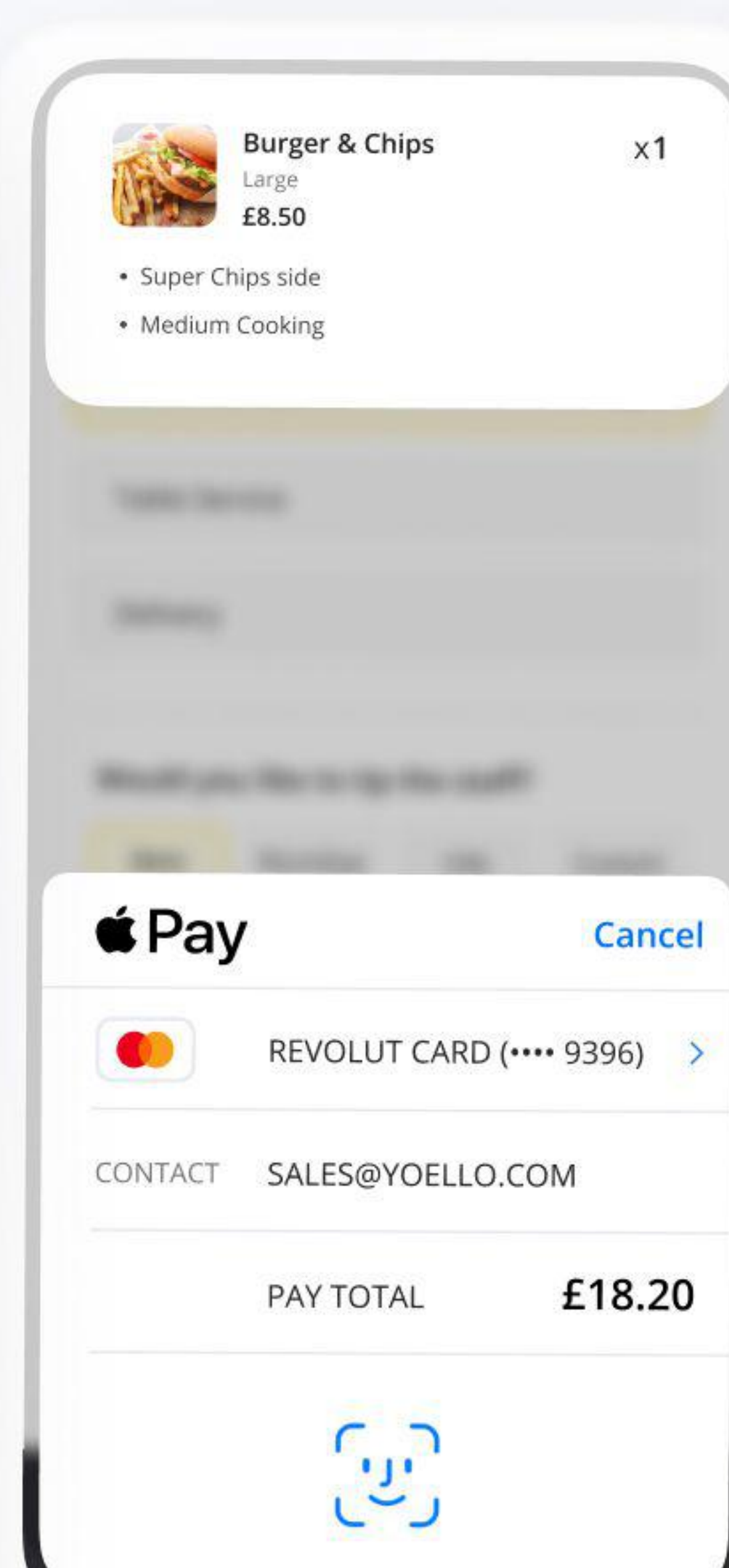
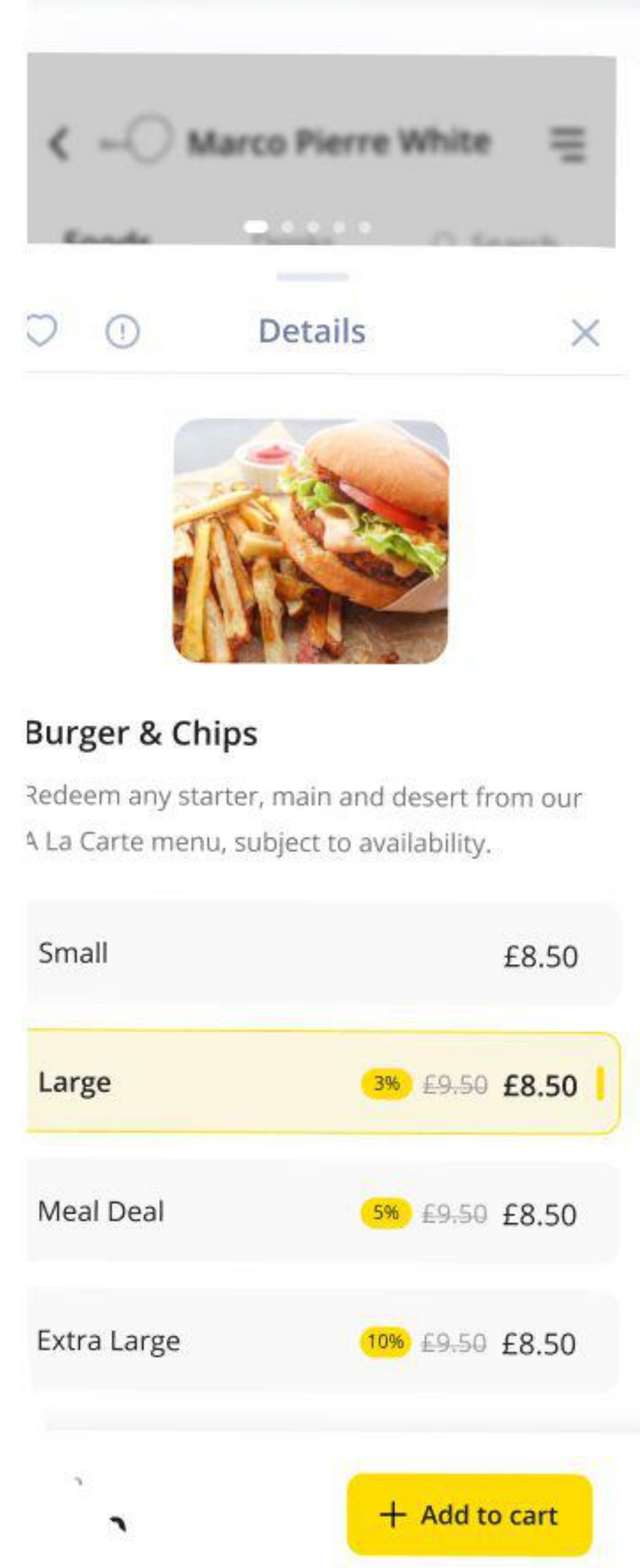
5

You are ready to start taking orders!

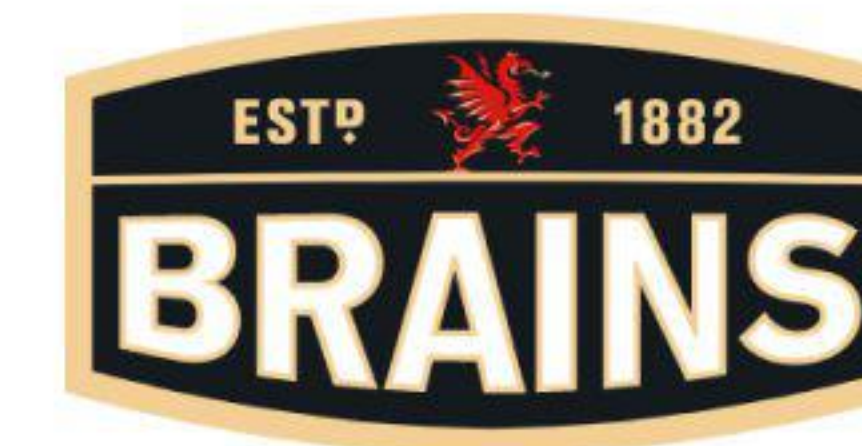
Following your setup we are always on hand to help with any issues, or you can refer to our support centre for common questions and solutions.

The intuitive, all in one mobile ordering service

Yoello allows businesses to conveniently manage in-venue table ordering, click & collect and delivery through a single, easy to use system. This fits seamlessly alongside a venue's existing system independently or through integration.



We work with brands all across the industry



The Yoello app has been very successful for our business and has helped to maximise sales levels. The functionality of the app from a customer and team implementation perspective has been well received - our customer feedback has been very positive about the whole experience. - Jon Adams, GM at Elevens (S. A. Brains)



Supporting hospitality businesses with leading mobile ordering technology

Merchants can offer mobile table ordering, click & collect and delivery services to their customers. Customers simply scan a QR code or type in a url to order and pay using any smartphone without needing to download a thing.



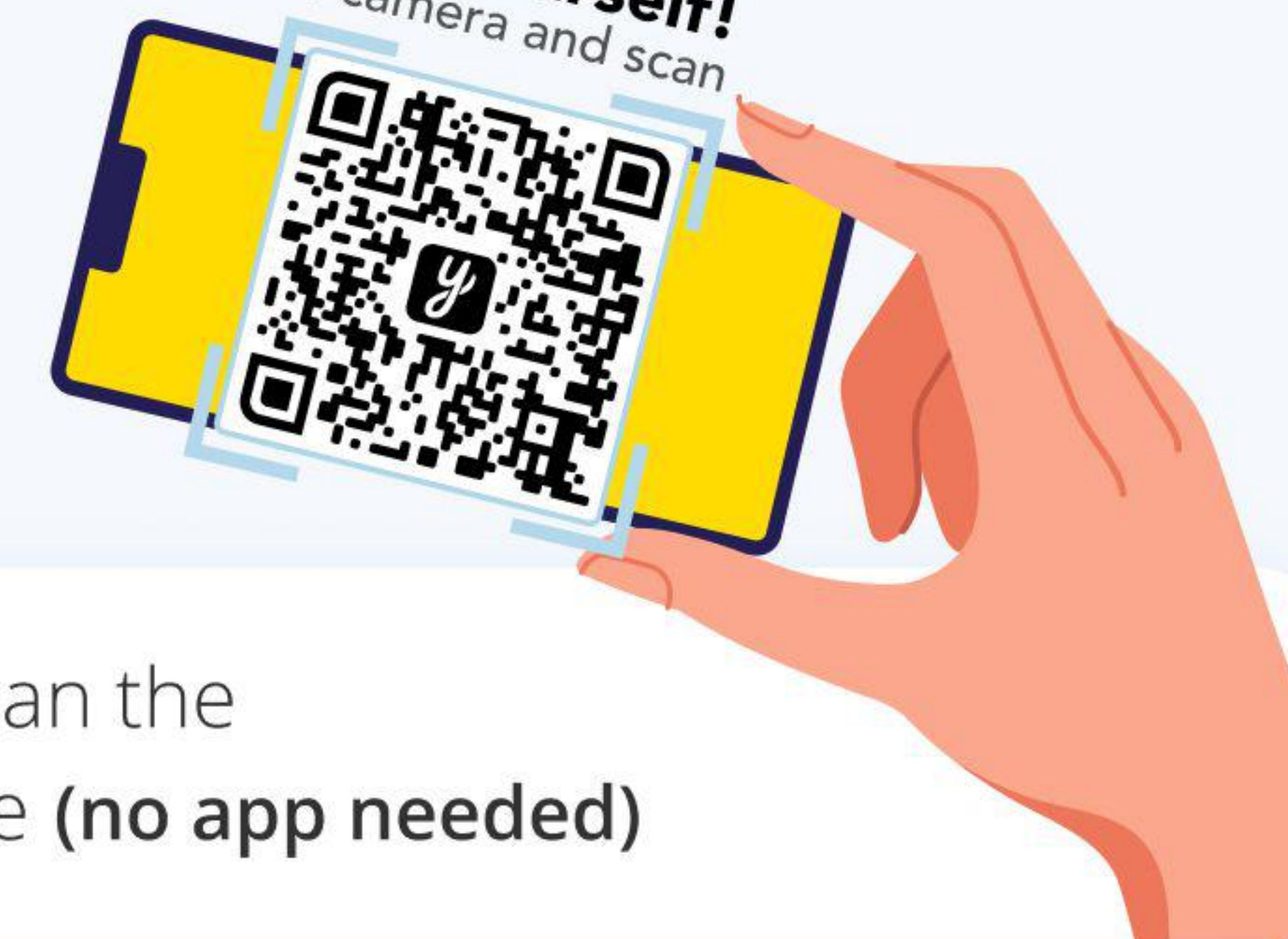
Try Yoello for free!

**Visit yoello.com to find out more
or email sales@yoello.com**

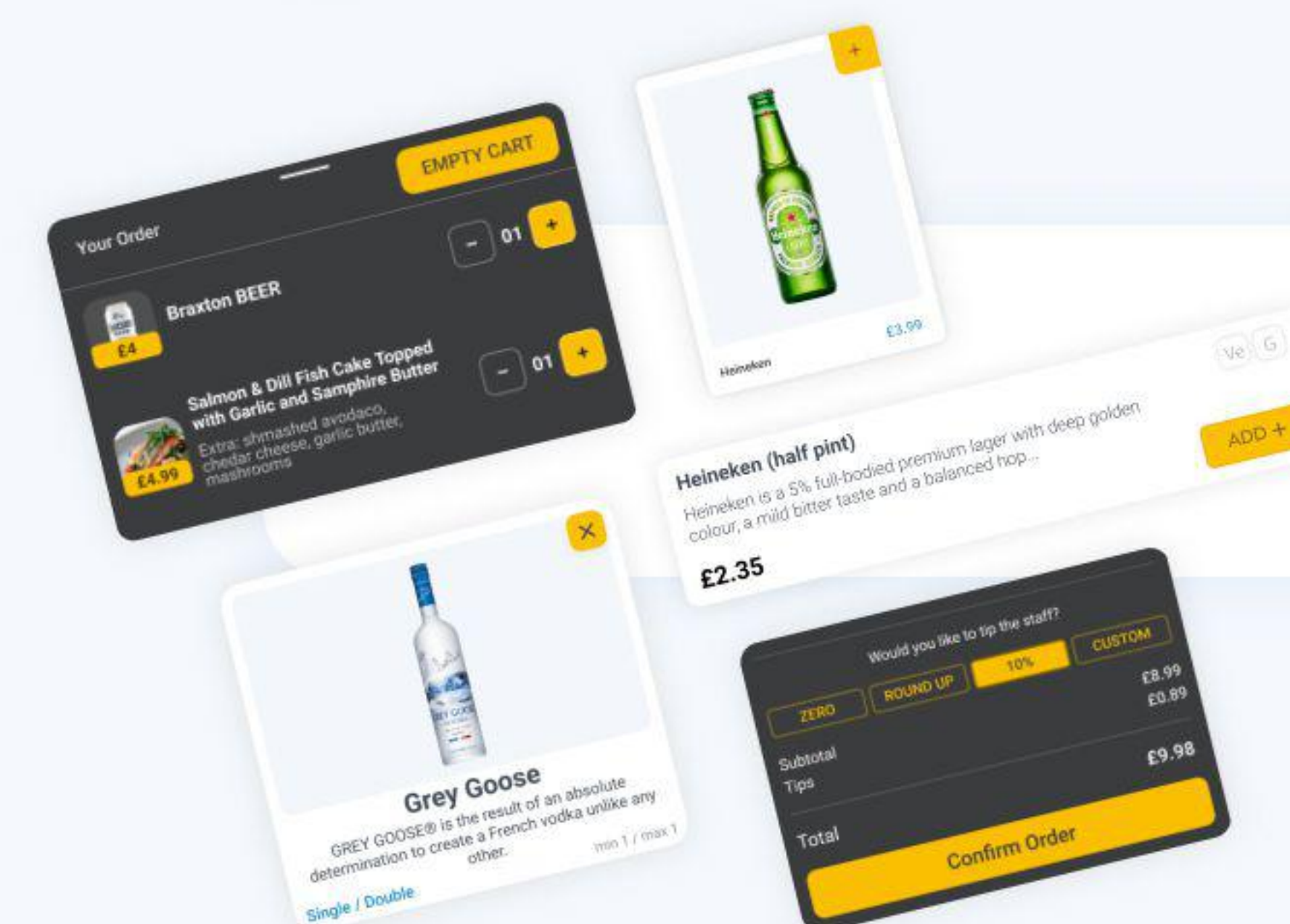
- ✓ Click & Collect
- ✓ Delivery
- ✓ Table Service
- ✓ Loyalty
- ✓ Rewards
- ✓ Discounts
- ✓ Promotions
- ✓ Custom Branding
- ✓ Tipping & Gratuity
- ✓ Order Printing
- ✓ Apple / Google Pay
- ✓ Reporting Tools
- ✓ Customer Analytics
- ✓ Marketing Platform
- ✓ Digital Receipts
- ✓ App-less solution
- ✓ Stock Management
- ✓ Flexible Menus
- ✓ Modifiers/Preferences
- ✓ FCA Authorised

**How does Yoello work
for your customers?**

Try for yourself!
Open your camera and scan



01 Open camera & scan the
QR plaque on table (**no app needed**)



Browse menus,
products and services

02



03 Place your order, make a
payment and leave a tip



04

Sit back, relax and
receive your order safely