



## How to reopen in 2021 using mobile technology

[yoello.com](https://yoello.com)



# Introduction

In many ways 2021 has started as a year of hope, despite the third lockdown being in place. As the UK straddles the end of lockdown 3, the good news is that appetite for pubs, restaurants and nightlife is higher than ever.

Excitement is in the air, and it really does feel like the industry is ready to bounce back from the pandemic once and for all. It won't be easy, but there is reason to believe that the outlook for 2021 from June 21st onwards could be very positive for our industry and the country as a whole.

That said, there can be no denying that many businesses have been impacted long term by the restrictions and shutdowns. The aftershock of COVID-19 isn't just measured in terms of loss of life and loss of earnings - the emotional implications of the relentless lockdowns have been huge too. Many businesses have been left in turmoil, struggling to know how to rebuild.

As an industry we're now collectively at a point where we need to reopen with limited resources and impacted cash flow. Whilst this sounds less than positive on paper, we believe that a combination of mobile technology, consumer trust and of course the resilience of the working people of the hospitality industry will ensure that businesses make a comeback.

In this guide, we'll be weighing up the best ways to streamline operations, save money and reopen and rebuild your business.

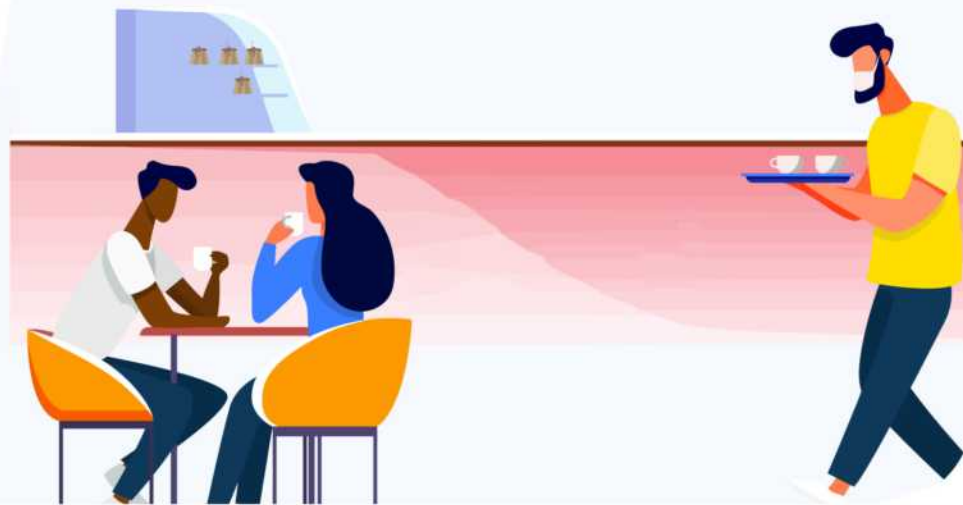
What you'll find inside this guide:

**Top 5 General Tips On How To Rebuild In 2021**

**How To Utilise Marketing Techniques To Acquire And Engage A Strong Customer Base**

**Using Social Media To Grow Your Business**

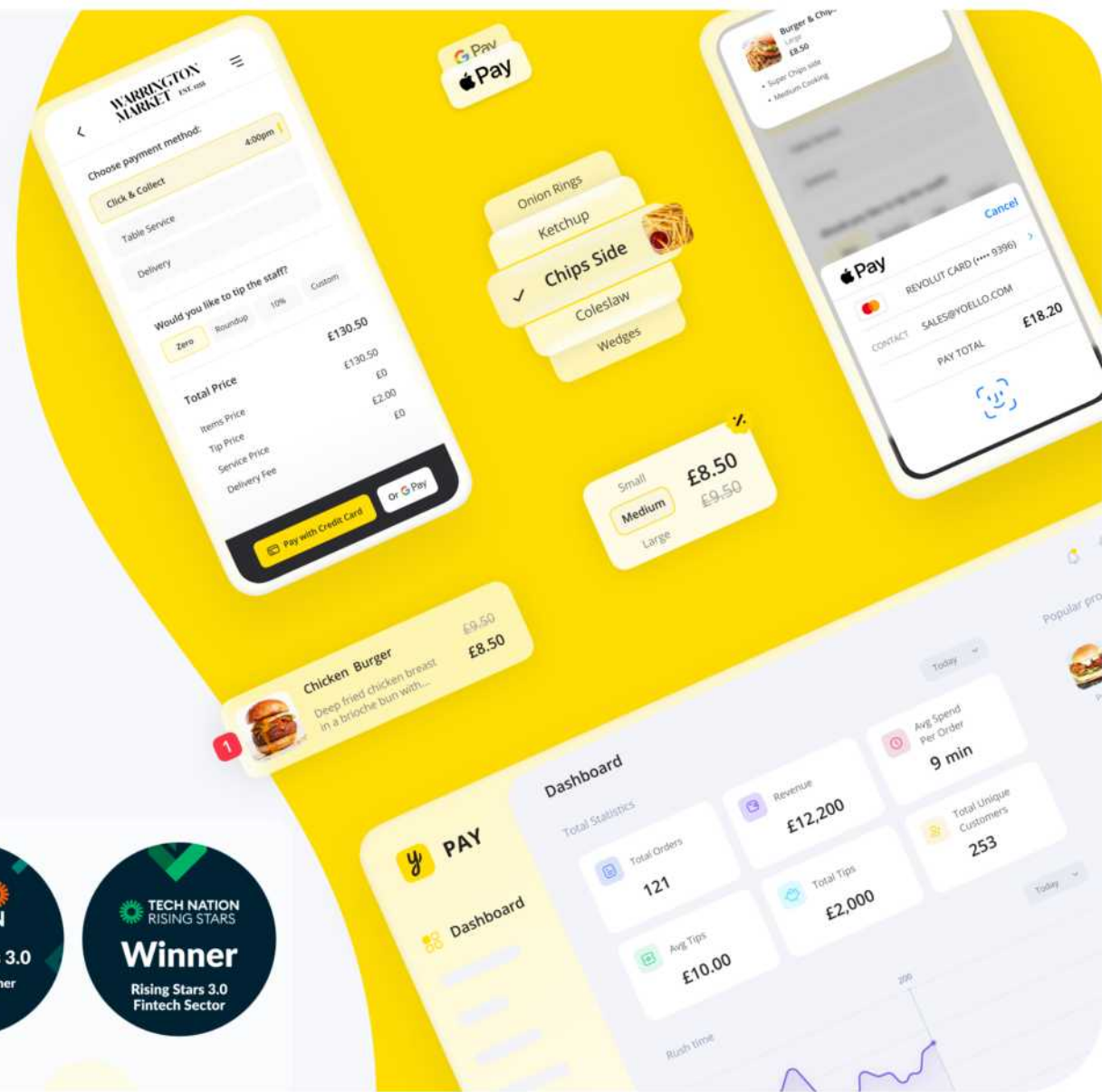
**How To Use Open Banking To Cut Costs And Improve The Customer Experience**



# What Is Yoello?

Yoello is a multi-award winning UK Order & Pay business, which was recently announced as the top growing fintech in the UK by Tech Nation - joining an alumni that includes Monzo and Revolut. Having launched its order and pay product in July 2020, Yoello now supports thousands of businesses across the UK, North America, Australia and Europe.

We help businesses provide a smarter mobile ordering platform for their customers, so that they can retain and grow their business even in the most challenging of times.



# Top 5 General Tips On How To Rebuild In 2021

## 1. Put The Customer Experience First

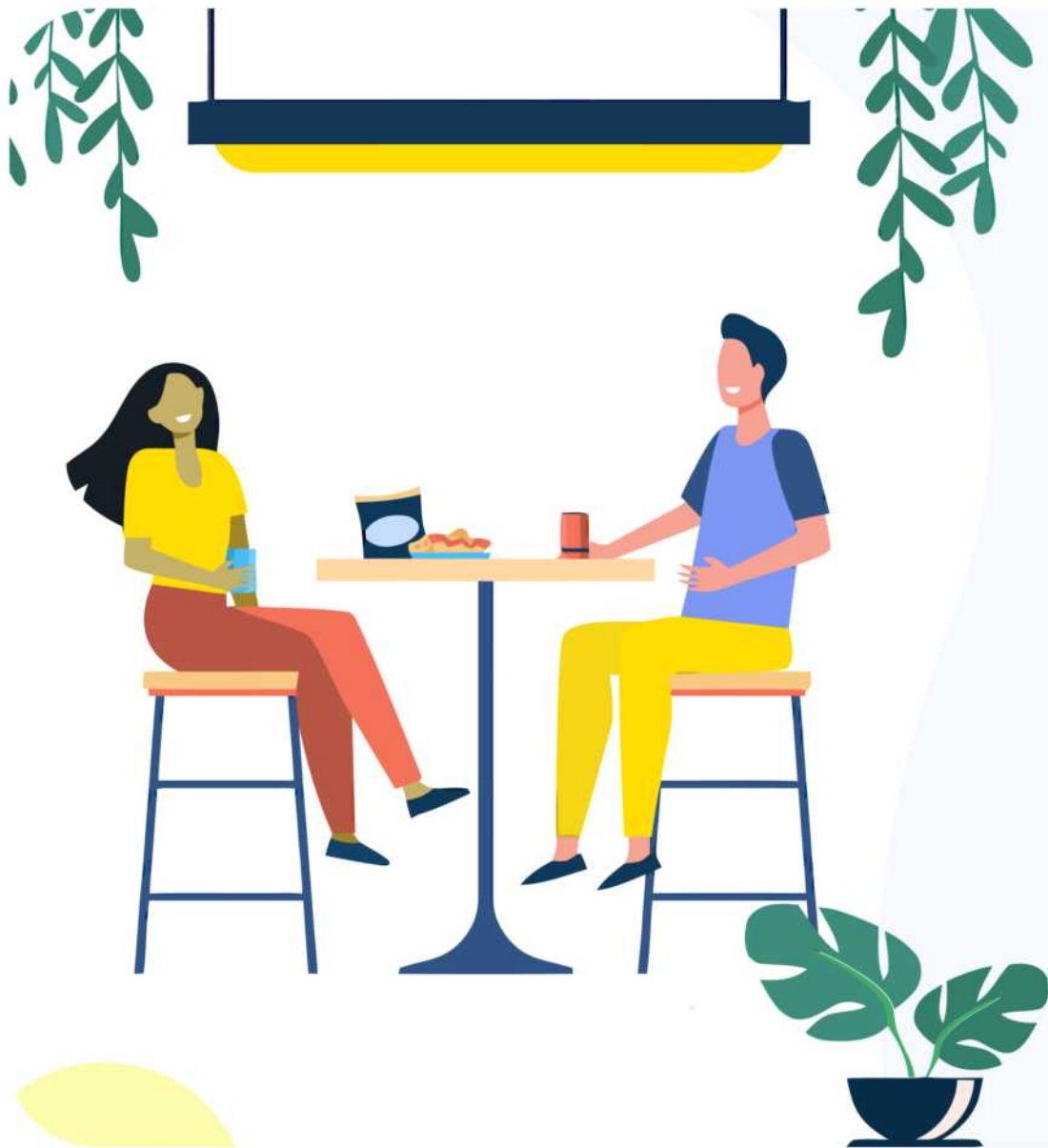
It's a no brainer that happy, returning customers are key to a thriving business. A positive customer experience is at the heart of building a strong customer base, and in 2021 this will be more important than ever.

The pandemic has given customers time to reflect on what matters to them, and many will be seeking out fresh experiences as the industry reopens. There is likely to be a switch in the hospitality market share with businesses that have spent lockdown downtime listening to customers and pivoting their service offerings. In 2021, many customers will be expecting a digital ordering experience that puts convenience first, but also retains a sense of traditional service. Sustainability and social responsibility will also be an important factor for many customers too.

Ensuring that you create a customer-first culture is essential to rebuilding your business in 2021. In fact, companies with a customer experience mindset drive revenue 4-8% higher than the rest of their industries, so it pays to please your customers and put them at the heart of your reopening strategy.



***"Companies with a customer experience mindset drive revenue 4-8% higher than the rest of their industries"***



## 2. Empower Your People To Put The Customer First

Putting the customer first relies heavily on your team members. Ensuring that you make their job easier so that they can concentrate on the customer is essential. In order to do this you may want to utilise order and pay technology to make the ordering and payments process self served. This will mean that staff can then concentrate on fulfilling orders and looking after customers.

Mobile ordering allows businesses to operate with less staff whilst also serving more tables due to the time saving features and self served nature. In fact, **on average clients turn over tables 50% faster when using mobile ordering**, as they're able to serve a larger volume of tables with ease. Customers can order and pay in their own time without needing to wait for service, this makes the servers job easier and reduces the time it takes to serve them.

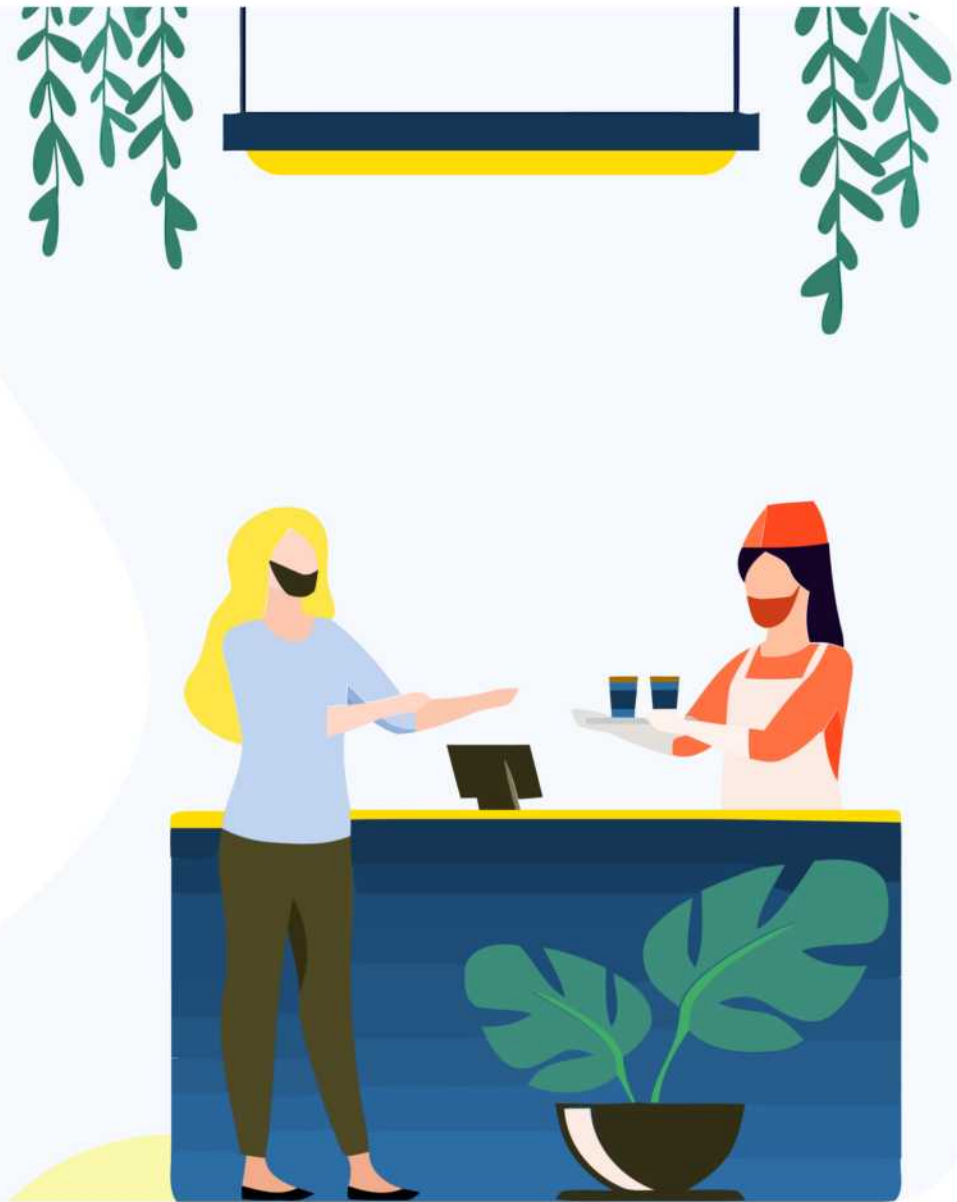
Using a traditional serving method, it takes several minutes for a waiter to write down an order, punch it into a till or order system before returning to the table to take the payment. By removing this process you save hours of staff time per week - giving them more time to focus on providing excellent customer service.

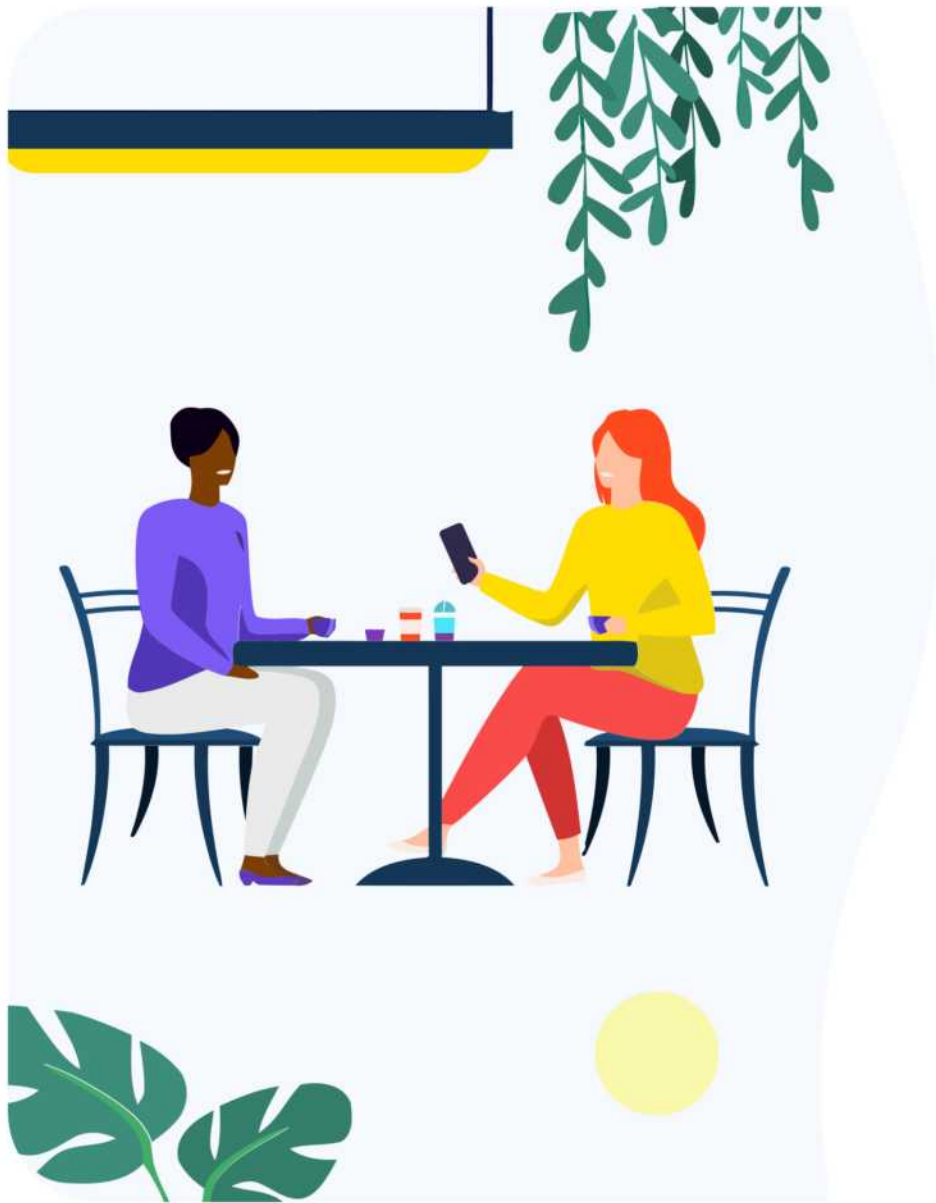
### 3. Rebuild Everyone's Trust In Your Brand (Including Your Staff!)

People are keen to get back to a normalised hospitality setting, however there will definitely be a maintained caution around hygiene and covid safety. This goes for both your staff and your customers. Minimising unnecessary contact through contact-free ordering and removing queues will help both customers and staff feel safer.

You may also consider offering curbside pickup and outdoor collections, which will help to reduce congestion inside the venue. The goal at least for the first 3 months of venues opening in 2021 should be to rebuild trust in your brand and show that you're running a safe and sanitised venue. Utilising outdoor space will be crucial to this, and this space should be weather ready to remain open comfortably beyond the summer months.

Clearly communicate to customers and staff the measures that are being taken to ensure a safer, minimal contact environment so that they know what to expect within your venue.





#### **4. Increase Customer Spending Through Mobile Ordering**

Mobile ordering has been proven to increase spend-per-head by 30%, and after such a challenging time, this uplift in customer spend will be a huge benefit for businesses getting back on their feet. Various features of mobile ordering like upselling side dishes, featuring recommended dishes, pairing menu items and promoting extras can help increase spend and make the ordering process easier.

With mobile ordering you may also choose to:

- Offer group / bulk discounts
- Delivery loyalty incentives for returning customers
- Encourage customers to order the next round ahead

#### **5. Reimagine Your Venue Space**

Reimagining your venue space is really important to making the most of what you've got. In order to ensure that you get as many orders through as possible, it is essential to streamline your bar and ordering system.

You also need to consider how you'll utilise outdoor space to boost covers whilst remaining COVID secure. For example, you could convert your car park or unused courtyard into a pop up space to serve more customers. One of the key tips for reopening after lockdown 3 is to diversify your offering to engage a variety of customers. Offering takeaway and collections as well as delivery services will be key alongside in-house serving.




## How To Utilise Marketing Techniques To Acquire And Engage A Strong Customer Base

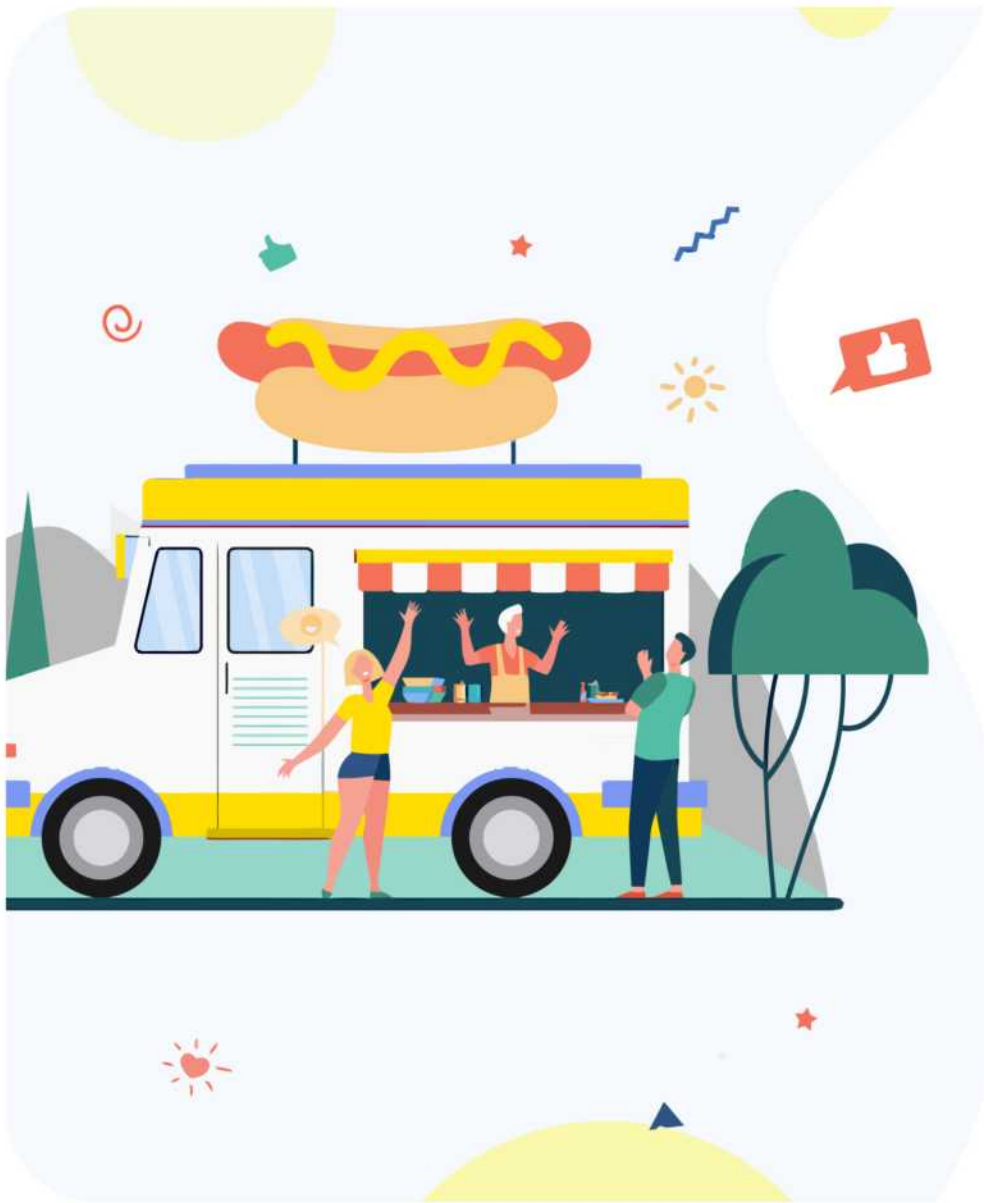
Building a strong customer base will be the key to success for any hospitality business opening in 2021. We know that customer appetite is there, however it will be a case of attracting and engaging your audience, and putting their trust back into the hospitality scene as a whole.

### Invest In Your Marketing

This might seem counterintuitive for businesses who are keeping a close eye on their outgoings, but with more time spent browsing for interesting and standout venue spaces, takeaways and deliveries - customers will continue to be on the lookout for brands.

To stand out from the crowd, you'll need to invest in your marketing so that your fantastic menu, outdoor space and special offers get noticed online.





## Be Digital and Present

Being active on social media can go a long way and showing the personality behind the brand helps to build up a loyal following. If you are offering collection services or heat at home kits, make sure people know about it and can easily order online.

With Yoello you can use the URL to your web-app anywhere and direct people to look at the menu. This way you can build your digital presence and offer people the option to order in advance or get their food delivered.

## Focus on Gaining Positive Reviews

In uncertain times, social proof is more important than ever. This means that people will be looking closely at reviews and using other people's opinions to choose which venues to visit. If you have lots of positive reviews this will work really well for you. Furthermore, if these reviews confirm not just the high quality of your products and service, but also support the fact you are taking suitable steps to make your venue a safe and welcoming environment, this will go a very long way in the current climate.

To keep the good reviews flowing, make sure you maintain a strong social media presence and encourage good reviews online. These should be encouraged across all digital channels like Google, Facebook, TripAdvisor etc. Plus, if you happen to have negative reviews be sure to try to resolve them as quickly as possible and remove them from your page.


If you're worried about pestering your customers asking for feedback on their visit, don't be! Studies show that 77% of consumers view brands more favorably if they seek out and apply customer feedback.

## Use Social Media To Grow Your Business



Social media will be one of the number one ways that businesses can bounce back from COVID-19. Here are some ways to use social media to reopen in 2021:

### Highlight That You're Reopening




You can use your social channels to drum up excitement about reopening, or highlight your new services and offerings. Whether you're changing your menu, enlarging an outdoor space or introducing click and collect, social media is a great way to promote these changes.

### Show That You Are COVID Safe

Use social media to show how you are proactively making efforts to be both accommodating in bringing people back to enjoy your venue and that you are COVID conscious.

### Show Off Your Menu

Keep your menu dynamic and show it off! Seasonal menus, one off specials, themed weekends - just keep people engaged and make customers want to return to try new things.



## Use Social Channels To Keep People Up To Date



Communicate clearly your open times, and what customers can expect in terms of the specific ways you are operating under restrictions. Telling people things like how they can order (in-venue, online for collection etc) and any changes to normal hours will help to build trust and encourage people into your venue.

### Utilise Analytics




Social media analytics help businesses understand their customer base better and when coupled with in-venue data this can be really powerful. Through Yoello you can compare your best vs worst selling items, which can then be used to optimise your offering. This allows brands to spot food and drink trends and habits amongst customers, which can then be mapped onto social media trends to get a more holistic picture of your current audience.

### Link Your Social Media To A Digital Menu



Making it easy for people to locate your menu is a must. Businesses should utilise digital menus to get offers and promotions out. With Yoello you can offer timed promotions, paired items, set meals and link those all back to a mobile ordering system that makes the whole process seamless.



## How To Use Open Banking To Cut Costs And Improve The Customer Experience

Open banking offers a great way for businesses to cut costs and boost the customer experience. At present, card transactions cost UK businesses around £8 billion a year, with an average 3% transaction fee charged by some of the leading payment providers.

At the moment, payments for these transactions also currently take around three to four days to be charged, which is hardly convenient. With an Open Banking partner like Yoello, your business will benefit from significant savings of around 80% on fees. This is due to the fact that Open Banking eliminates chargebacks, PCI and authorisation fees, and also means that the transaction fees will be a lot less.



The overall result of working with Open Banking when reopening is:

### Improved Cash Flow

Off the back of the global pandemic, businesses' finances have been majorly affected in a lot of industries. Hospitality has obviously been one of the industries that have taken the hardest hit. However, the promise of instantaneous settlement will enable hospitality and retail businesses to re-stock and manage their cash flow with greater ease.

### Easier To Manage Finances

As payment transactions can happen instantly, it will be easier to manage finances and reduce financial admin. A lot of smaller businesses don't have the money to spend on outsourcing someone to help with this, so this will allow greater internal visibility on transactions and save stakeholders a lot of time.

### **A Positive Customer Experience**

Yoello is a great example of how technology, open banking and web-apps can create a better customer experience. Through technology, customers can enjoy a seamless and more interactive order and payment experience with tech-led functionality. A key example of this would be splitting bills and taking payments from multiple bank accounts.

### **A More Agile Banking Solution**

Many large banking players are soon to be increasing their fees to UK importers by around 5x when purchasing goods from Europe because of Brexit. This will of course have a trickle on effect on increasing costs for suppliers and merchants. With Open Banking this isn't the case, and therefore your business will be accessing a much more agile banking solution.



# See How It's Done With Yoello's Case Studies

## Mobile Ordering Kept The Depot Events Space Alive In Cardiff

Yoello has worked with Depot - a large venue space in Cardiff - to rebuild their outdoor ordering system while COVID disrupted their normal operations. Fortunately for the Depot, they had an optimum amount of outdoor space and the infrastructure to be able to continue serving a large number of customers whilst safely following regulations.

Yoello played a vital role in making it possible to serve multiple table areas with speed and ease, and as a result both the venue and the pop-up street food traders saw business really boom.



Mobile Ordering allowed Depot to grow their events and serve more tables with high efficiency. The convenience and operational improvements from using Yoello has filled the team with confidence that this is a long term solution that will continue to benefit the venue well into the future when they resume entertainment led events.

*"The Yoello app, I would say is definitely something that even after social distancing, when entertainment is allowed, that we will continue to use in our events. The ease it has given our staff in terms of service and the ease for the customers has had huge benefits."* - Tom Cox, General Manager

*"Yoello has played an integral part of our reopening strategy. Not only has it provided a customer friendly table service solution, we've seen an uplift in both wet and dry sales amongst ourselves and the other vendors within the Depot. The platform has massively improved the customer experience and made operations much easier for staff."* - **Nick Saunders, Founder of Depot**

## Mobile Ordering For A Traditional British Pub

Supporting local businesses is more important than ever at the moment, and we're delighted that we were able to have such a positive impact on one local pub set on the canal junction between Coventry and Oxford.

The results really speak for themselves on this one, with a boosted customer spend, quicker table turnover times and a safer system without queues. Not only was The Greyhound Inn able to stay open because of COVID, they were also able to digitise their business and process orders quicker and more efficiently than before.

The pub saw some incredible results including:

- £14.50 average customer transaction
- 37% quicker table turnover
- Queues entirely removed from venue
- Table service efficient and viable with a small team

*"The Yoello app is really simple and easy to follow. We have some regulars come in every Sunday and every Friday and the oldest is 90 years old and she knows how to use it. She gets really excited when she starts using it. She feels like she's down with the kids as she said."*  
- Alex, waitress at Greyhound.



*"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,  
**Landlord at The Greyhound Inn**



## The Multi-Award Winning Mobile Ordering Solution

In-venue | Takeaway | Delivery

- **Quick & Easy to Set Up**

Yoello runs alongside or integrates seamlessly with your system and puts you in full control of your mobile ordering.

- **Branded To Your Business**

Customise your venue profile and build stunning digital menus for your customers.

- **Seamless Ordering**

Your customers simply scan a QR code or type in a URL using any web-device to browse your digital menu, order and pay.

*No app download needed!*

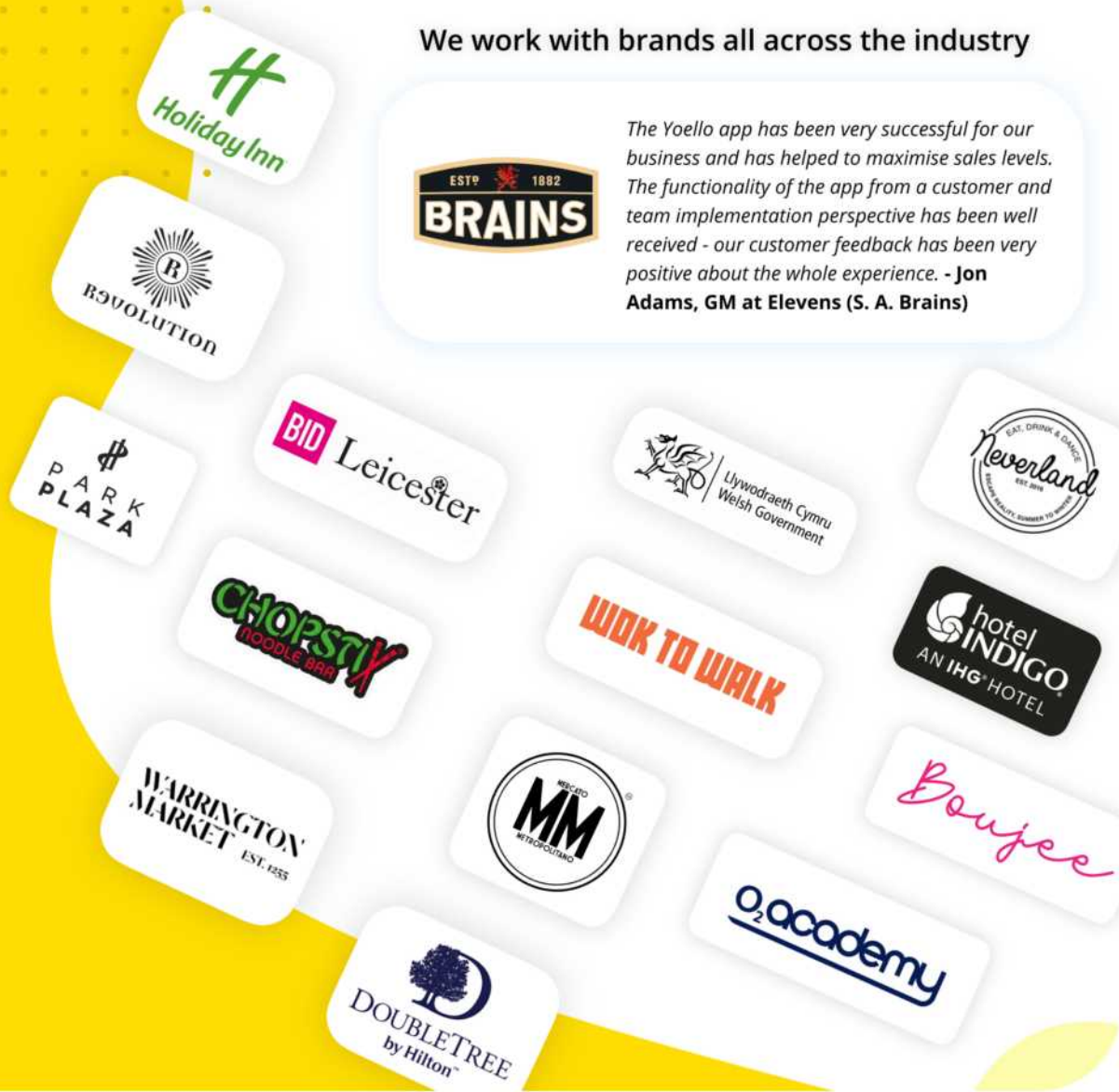
- **You're In Control**

Our intuitive dashboard makes it easy to manage your profile settings and mobile ordering services - with valuable data and reporting tools also at your fingertips.

We work with brands all across the industry



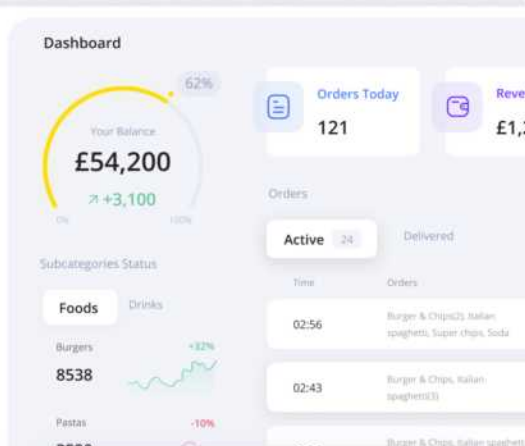
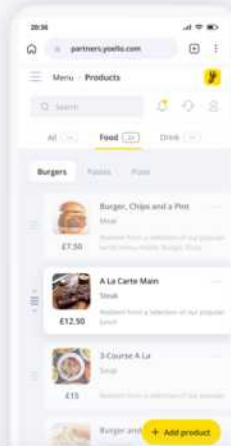
The Yoello app has been very successful for our business and has helped to maximise sales levels. The functionality of the app from a customer and team implementation perspective has been well received - our customer feedback has been very positive about the whole experience. - **Jon Adams, GM at Elevens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



# 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!**

During 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.



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

✓ App-less solution

✓ Click & Collect

✓ Delivery

✓ Table Service

✓ Flexible Menus

✓ Loyalty & Rewards

✓ Stock Management

✓ Discounts

✓ Promotions

✓ Custom Branding

✓ Tipping & Gratuity

✓ Order Printing

✓ Modifiers/Preferences

✓ Apple / Google Pay

✓ Reporting Tools

✓ Customer Analytics

✓ Marketing Platform

✓ Digital Receipts

How does Yoello work for  
your customers?

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

Try for yourself!  
Open your camera and scan



Browse menus,  
products and services 02



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



Sit back, relax and  
receive your order safely 04

