



# KEY FEATURES TO LOOK FOR IN A PIZZA SOLUTION

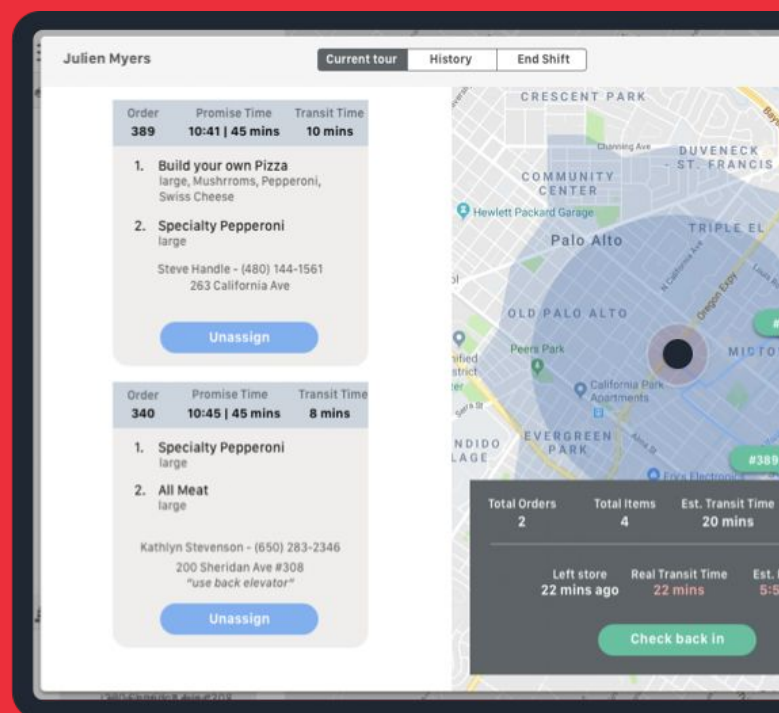
## 2020 Edition

Order Management - POS - Loyalty - KDS  
Online - Menu

**Technology has improved.** Whether you have one store or hundreds, upgrading your Pizza Order Management Solution — which spans from high speed contactless In-store or Table Side ordering, to Online ordering to 3rd party ordering all through to Kitchen Management (“KDS”) with sticker printers optimized for throughput, and including easy to use in-house delivery and dispatch — today’s powerful new technology that is designed specifically for the Pizza vertical can take your business to the next level.

So, what ARE the key features available now, that you need to survive and grow?

This guide will walk you through the must-have features so you can learn and grow.



Delivery and Dispatch are critical, yet only a fraction of what your Pizza restaurant needs to succeed most

# WELCOME TO THE 2020 EDITION OF THIS GUIDE

There are many POS vendors at a variety of price points, but legacy systems are hard to use and manage while **many modern POS are not specialized for the complex needs of pizza.**

General purpose “POS” solutions may promise wide applicability, but often lack key features and capabilities, and thus drag your business down.

How do you find the best solution? This guide will help reduce the stress of your search by helping you know exactly what “must-have” features are available, and why they matter for your pizza business.

Use cutting edge technologies to unlock your full potential, so your business can thrive and grow during 2020 and beyond.



## KEY FEATURES:

1. Contactless customer journey
2. High-Speed Pizza Ordering
3. Pizza Menu setup
4. Integrated Online Store
5. Live Pizza Tracker
6. DoorDash Integration
7. In House Delivery
8. Delivery zones
9. Caller ID
10. True Omni Channel
11. Integrated Upsell
12. Kitchen Management System
13. Pizza Reporting & Analytics
14. CMS, Loyalty & Personalization
15. A.I. Marketing to add new sales
16. Integrate to legacy POS

# FEATURE 1:

## CONTACTLESS CUSTOMER JOURNEY

Meet Mandates, Build Trust, Increase Efficiency and Grow Sales

In today's world, reducing contact is critical, and builds trust with guests. Increasing trust grows your sales.

Since terminals can spread germs, the CDC requires that restaurants eliminate shared payment terminals and switch to 100% contactless. Further guidelines suggests that no hardware should ever be touched or shared between customer and guest.

So you should find a leader in contactless and off-premise dining.

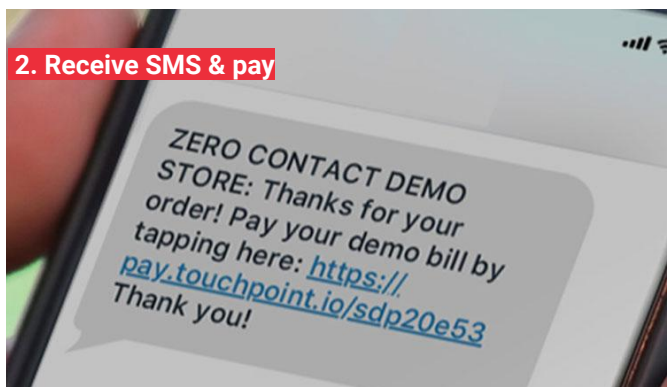
### Contactless Journey Must-Haves

- **Faster Every Day:** Stop wasting time asking for 16 digit credit card numbers over the phone. Instead send an SMS pay link so the customer pays securely and remotely
- **Contactless Curbside:** Pickup customers specify "curbside" and automatically text them with their pizza is cut and ready.
- **Contactless Bar** (with ordering and open tabs): Perfect for adding more beers and second round of Wings. Hybrid in-store ordering where customers self order or customers and staff can add items to same order and keep the tab open.
- **Never touch a credit card** or shared payment terminal again. Guests and staff see cutting edge technology as protecting their health, while adding speed and convenience.

#### 1. Call & Order



#### 2. Receive SMS & pay



#### 3. Pickup when ready



## FEATURE 2: HIGH-SPEED ORDERING

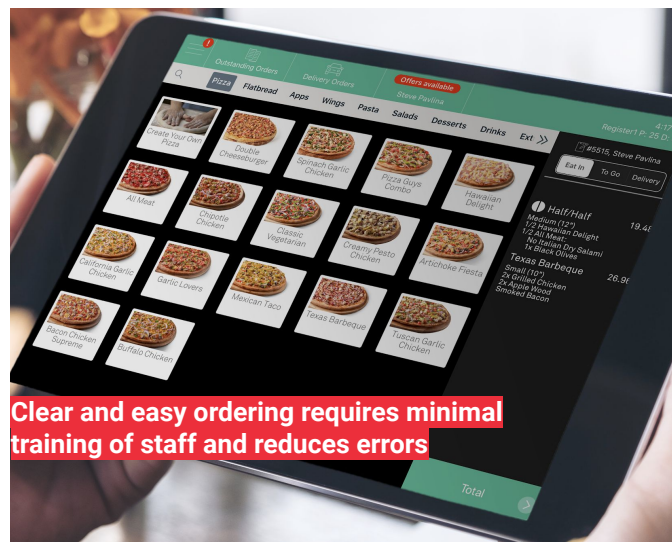
### 1/4, Half and Half, delete down, size-based option prices

The fact is that most QSR, Table Service and “general purpose” POS systems can’t handle the ordering complexity of Pizza. Settling for less functionality limits your full potential. If you’re in Pizza, you need a full pizza solution.

#### Ordering Must-Haves

Insist on a solution where

- You can order Halves, Thirds, Quarters
- Pizzas are defined with ingredients. This is critical to display what’s on your specialty pizzas, and easily delete down or add toppings
- Option prices change by size (for example, \$1.49 toppings for small, \$1.99 each for medium)
- Gluten free crust only available in Medium? You need “Size-based option” capability

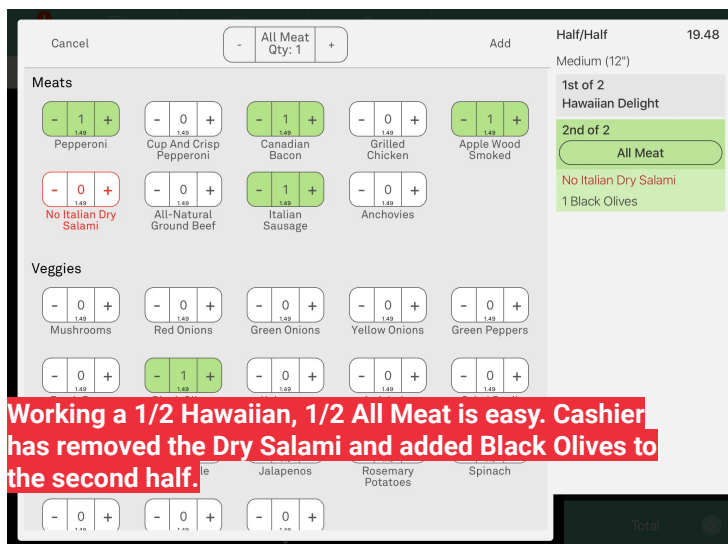


Clear and easy ordering requires minimal training of staff and reduces errors

#### Ordering Nice-to-Haves

Insist on a solution that can

- Instantly publish menu with full options for online ordering. Including toppings and topping images
- Look for automatic DoorDash menu management, to reduce tedious management



Working a 1/2 Hawaiian, 1/2 All Meat is easy. Cashier has removed the Dry Salami and added Black Olives to the second half.



## FEATURE 3: PIZZA MENU SETUP

## Recipes with included options, option pricing by size

If you can't set up your menu the right way, your staff won't be able to order quickly and efficiently.




With some of today's modern pizza systems it can be so easy to set up and manage your menus. Enter your toppings, then define which toppings are on what speciality pizzas, how much they cost, and which crusts are available in which size. Stop being limited by a legacy system or wasting time with a system that is difficult to manage.

## Menu Setup Must-Haves

- Point and click web menu set up in a browser
- Define which toppings are included
- Define the quantity of toppings per pizza
- Define the price of toppings by size (for example, toppings on a small might be \$1.49 each, medium are \$1.99 each, while speciality toppings can be priced higher)
- Make instructions for the Line crew
- Images for cashier
- Images of toppings for online store

**Variable Pricing based on Size and Recipe**

This is used to define pricing that varies by size and recipe. For example, a small pizza might cost \$9.99 but a large is \$18.00. Toppings on the small are \$1.25 each but on the large they are \$1.99 each. This section can also be used to define that gluten free crust is only available in Medium. Or that a taco supreme already includes sour cream and tomatoes; you can remove them for free. But adding sour cream to a regular Taco is \$0.25 while adding sour cream to an XL taco is \$0.35. Please see supportdocs.touchpoint.io for more information.

Pizza Size Specialty Prices 	Small (10")	Medium (12")	Large (14")	Extra-Large (16")	Not Available
Option Base Price  ( change here)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Choice Price Data  ( change here)	\$12.99	\$17.99	\$22.99	\$35.99	\$0.00
<b>Total Price</b>	<b>\$12.99</b>	<b>\$17.99</b>	<b>\$22.99</b>	<b>\$25.99</b>	<b>Not Available</b>

Crust	Small (10")	Medium (12")	Large (14")	Extra-Large (16")	\$0.00
Original Signature Crust	Included	Included	Included	Included	\$0.00
Tuscan Thin Crust	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Thick Crust	\$1.49	\$1.49	\$1.49	\$1.49	\$0.00
Gluten Free (Medium Only)	Not Available	\$3.00	Not Available	Not Available	Not Available
Thin Crust	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Meats	Small (10")	Medium (12")	Large (14")	Extra-Large (16")	\$0.00
Pepperoni	Included	Included	Included	Included	\$0.00
Cup And Crisp Pepperoni	\$0.99	\$1.49	\$1.99	\$2.49	\$0.00
Canadian Bacon	\$0.99	\$1.49	\$1.99	\$2.49	\$0.00
Grilled Chicken	\$0.99	\$1.49	\$1.99	\$2.49	\$0.00
Apple Wood Smoked Bacon	\$0.99	\$1.49		\$2.49	\$0.00
Italian Dry Salami	\$0.99	\$1.49		\$2.49	\$0.00

Update Choice

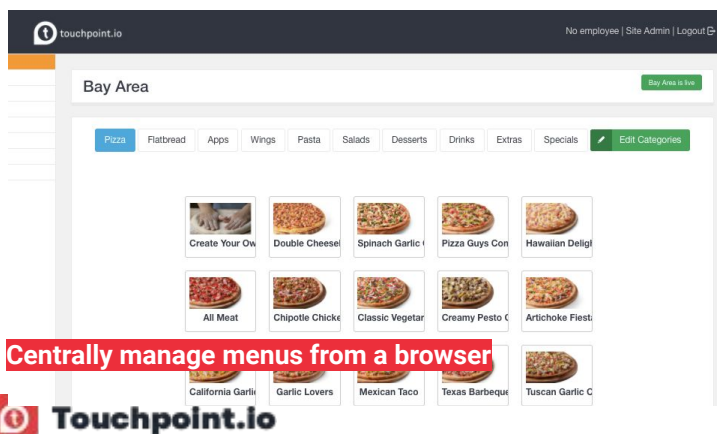
Base Price  ☒ ☐

	Included	Not Available	Included	\$0.00
	\$1.49		\$2.49	\$0.00

## Menu Setup Nice-to-Haves

## Insist on a solution that can

- Multiple menus (i.e. Regional) with different price points that sync instantly from the cloud
- Define Bundles, such as “2 large for \$19.99”, that make it easy for cashiers to use and also apply to the online store.

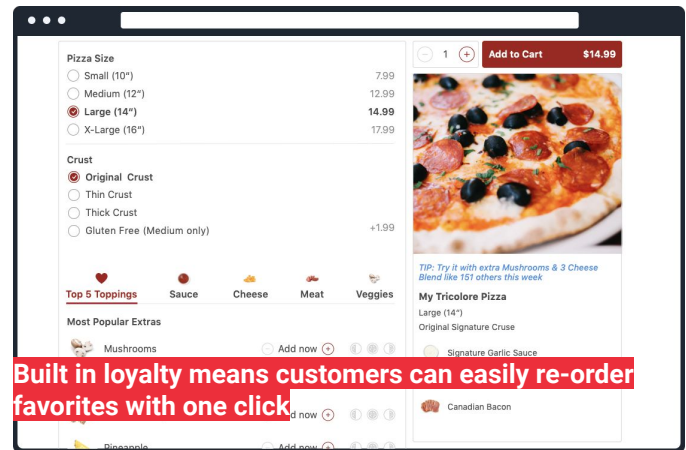
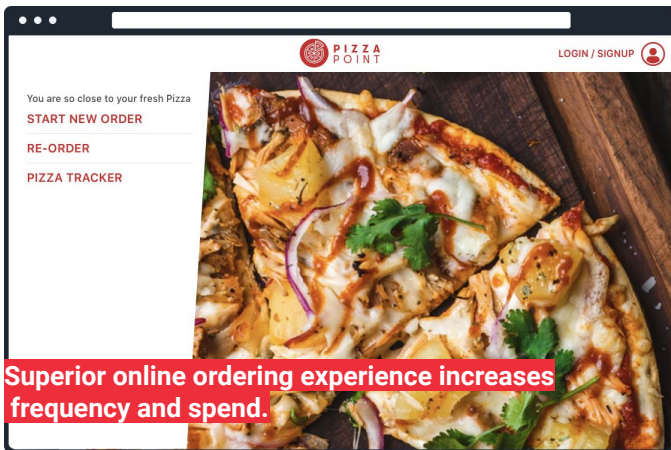


## FEATURE 4: INTEGRATED ONLINE STORE

### A better experience - items and options with images and recipes

The demand for Pizza Online ordering is ever increasing. But if your Pizza brand has a weak online storefront, you will see your own customers defect, and order from costly 3rd party services instead of ordering directly from your own online store. This will cost you thousands per year.

Instead, your online store should strive to offer a better experience than 3rd party delivery. When your online ordering is easy to use, with your offers, your rewards, and an Order tracker, you get more sales



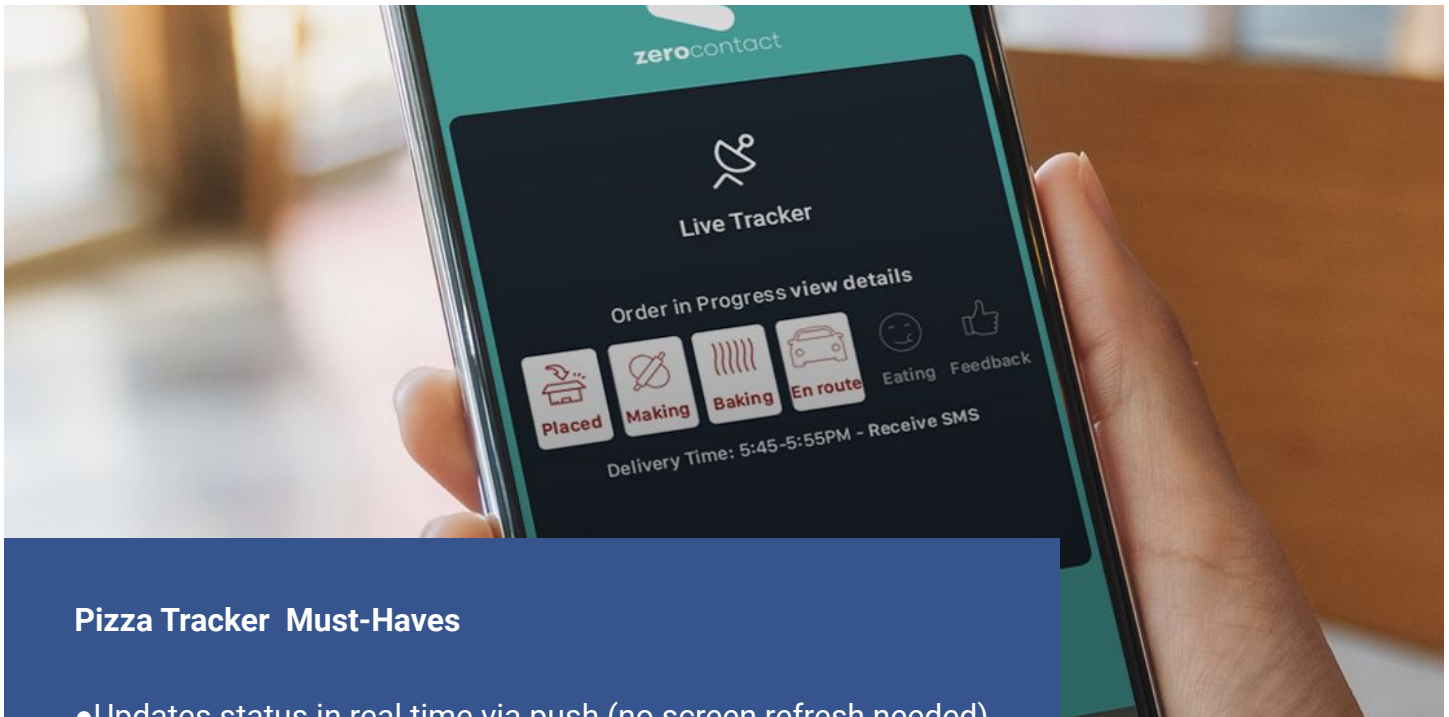
#### Online Ordering Must-Haves

- You own the customer record
- CRM & Loyalty across online and in-store
- Pizza Tracker - customers can see real-time updates like "ordered", "making", "baking", "ready", and "out for delivery"
- Menu integrated with your POS to reduce management overhead
- Comprehensive offers and coupons across online and in-store
- Gluten free crust only available in Medium? You need "Size-based option" capability
- Display toppings with images
- Hotel Orders - to room numbers
- Optimized layout for desktop, tablets and phones
- ADA Compliant - Visually impaired guests can use screen readers to navigate. Don't be targeted in lawsuits
- Contactless delivery option

## FEATURE 5: LIVE PIZZA TRACKER

### Real-Time updates for Online, Call In and In-store orders

Up to 20% of calls to your store are from customers requesting status updates. A Pizza tracker updates customers in real time, eliminating many calls. An “order ready” SMS for pickup and curbside orders enables customers to stay in their cars until their order is exactly ready.



#### Pizza Tracker Must-Haves

- Updates status in real time via push (no screen refresh needed)
- Additionally, send SMS “Order Ready” alerts
- Supports all order channels, like in-store and online
- KDS Integration to support custom progress steps such as ordered, rolling dough, toppings, baking, boxing, out for delivery

## FEATURE 6:

# DOORDASH INTEGRATION

### Marketplace and Drive, with Integrated menu

Marketplace is where the customer orders and pays through DoorDash and the order is sent to you. DoorDash charges a percentage of order amount. Drive is where the customer orders and pays from you, but you dispatch the order via DoorDash drivers at a fixed price.

#### DoorDash Integration Must-Haves

- DoorDash (Marketplace) orders come into system automatically.
- DoorDash (Drive) so you can use DoorDash drivers for overflow or in place of your own drivers
- DoorDash orders highlighted on KDS and printers
- DoorDash menu managed from your POS





# FEATURE 7: IN HOUSE DELIVERY

## Full Dispatch, Routing and Delivery Management

In-house delivery is economically superior to third party delivery. When orders come in via phone or online, your team needs an easy way to know which drivers are available, which pizza should get assigned to which driver, and meet the promise time. The cut table person or traffic controller can rely on a modern data-based delivery system with real time maps to easily keep orders going out the door and drivers at maximum efficiency.

### In House Delivery Must-Haves

Look for a solution that displays

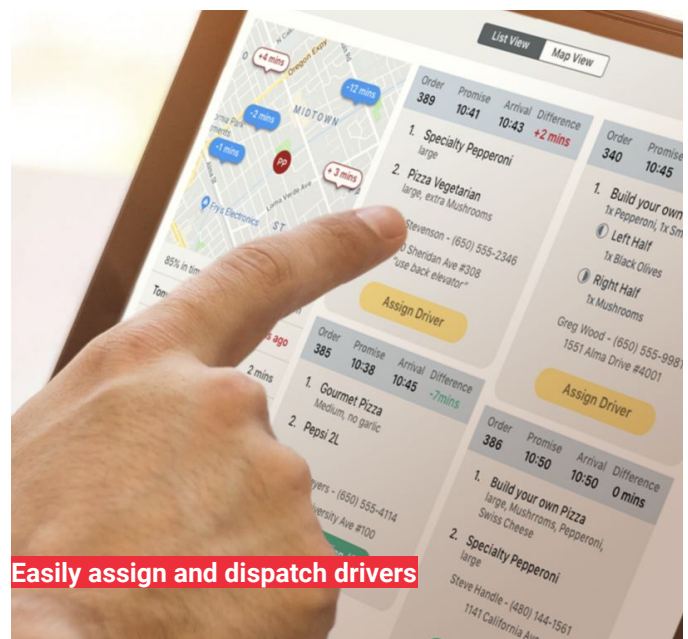
- Drivers currently on shift
- Drivers out on delivery
- Orders that are assigned to drivers
- Where orders are in the making process
- Where orders are in the delivery process
- How many orders on the dispatch list
- Estimated driver return times based on real-time traffic from Apple & Google

As well as a solution that

- Assigns orders to a driver quickly
- Sends order confirmations to customers
- Sends automatic customer updates
- Supports delivery zones, with different prices for online and in-store orders

### Delivery Nice-to-Haves

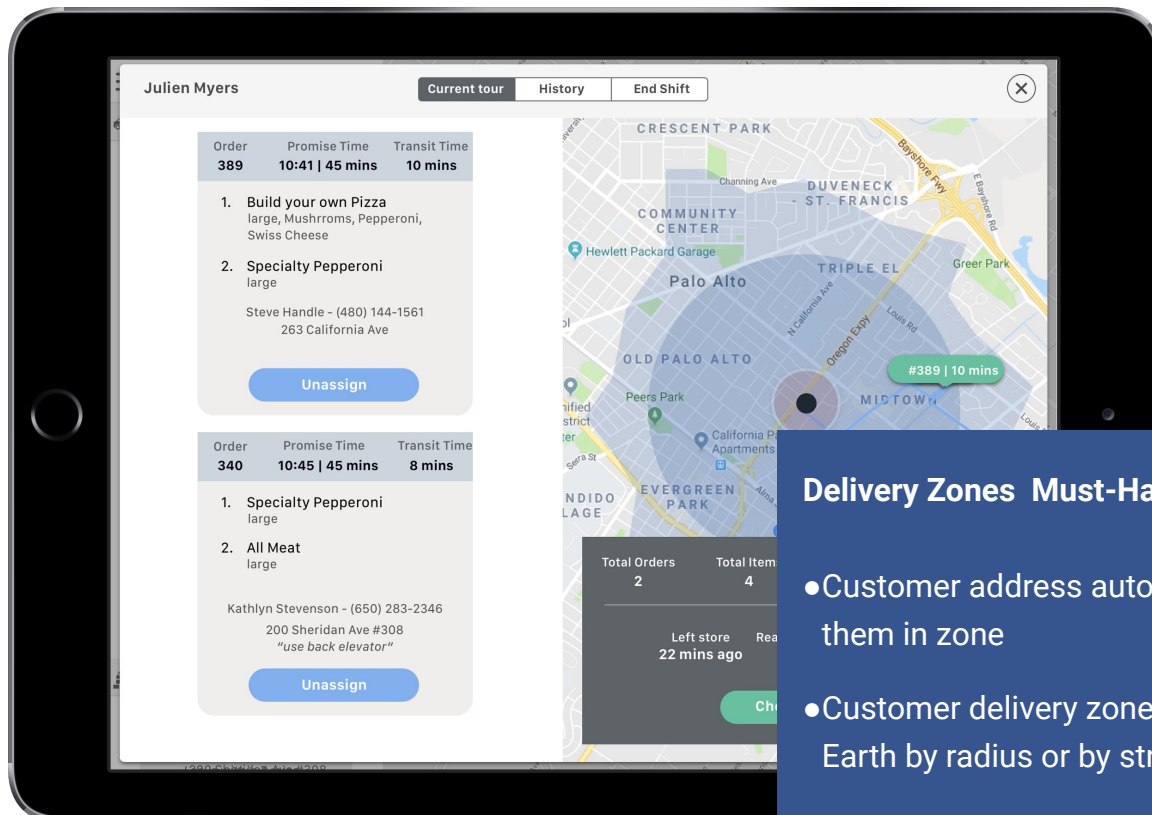
- See delivery locations on a map and assign to drivers by location
- Operate one or more dispatch screens from any iPad
- Stream delivery maps to any large screen TV
- Report on promise time accuracy



## FEATURE 8: DELIVERY ZONES

### Set your limits and maximize your potential

Delivery zones give you the ability to set up borders in Google Earth to define delivery borders exactly, and lets you charge different amounts by zone. This is important for servicing the greatest number of customers efficiently.



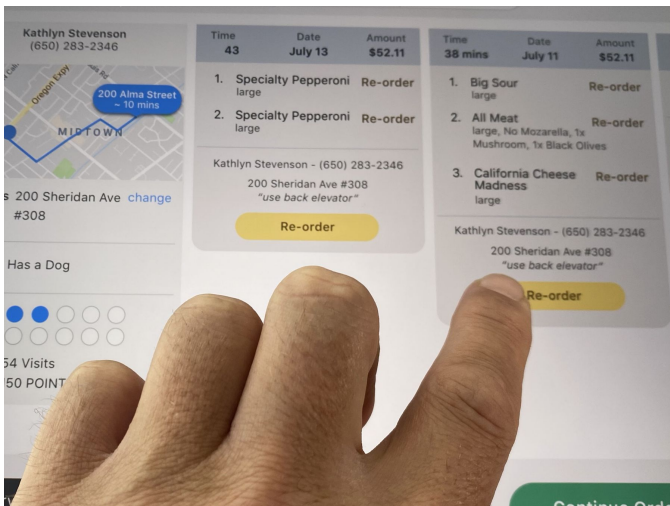
#### Delivery Zones Must-Haves

- Customer address automatically places them in zone
- Customer delivery zones made in Google Earth by radius or by street points
- Ringed zones, where outer zones can fully contain interior zones
- Delivery charges and driver fees based on delivery zone

## FEATURE 9: CALLER ID

### Jump right into Order Status and History

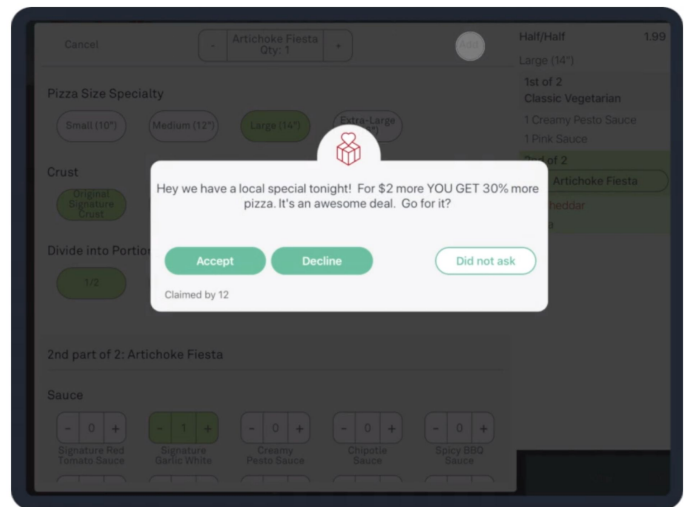
Integrated Caller ID means the customer's phone number is displayed on the POS, and thanks to the integrated Loyalty and CRM, you can pull up their history and profile with one tap. Instead of asking for their phone number, instantly tell them the status of their order (they also have an order tracker for call in and online orders), or help them re-order favorites.



## FEATURE 10: INTEGRATED UPSELL

### Increase profitability every day

Staff aren't perfect - sometimes they are only taking orders instead of selling and that's when you lose money. Automated upselling can add thousands to your bottom line. When customers orders a small, ask about a medium. When they order 8 piece, suggest a 12 piece and offer a discount.



### Caller-ID Must-Haves

- Customer record pops immediately with one tap
- Current order at your finger tips
- Re-order past orders or items instantly
- Quick access to profile, loyalty and payment information
- Works in conjunction with Pizza Tracker that gives live updates of order process

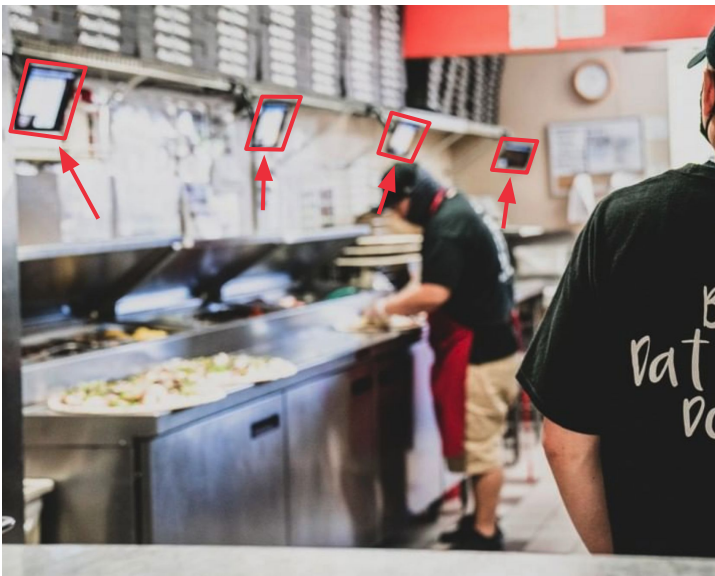
### Upsell Must-Haves

- Define the item or category and size to launch upsell trigger
- Suggest upsell item with custom text displayed to cashier and different text for online store
- Optionally offer discounts at the time of upsell
- Track usage and take rate

# FEATURE 11: KITCHEN MANAGEMENT SYSTEM

## With KDS, Order Tracker, Make instructions & Sticker Printing

In the past, Kitchen Displays were expensive, hard to train, and limited to the largest chains like Domino's. But large chains used KDS because of faster production and greater accuracy. And KDS powers the Order Tracker, so the customer gets a real-time status of their order. Insist on benefiting from a modern KMS/KDS in your pizza make line, so your Fridays are faster than ever.

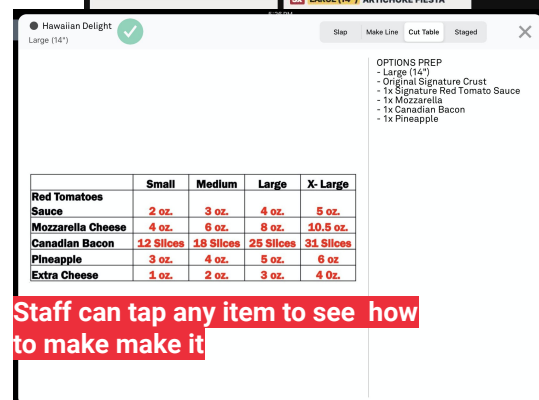
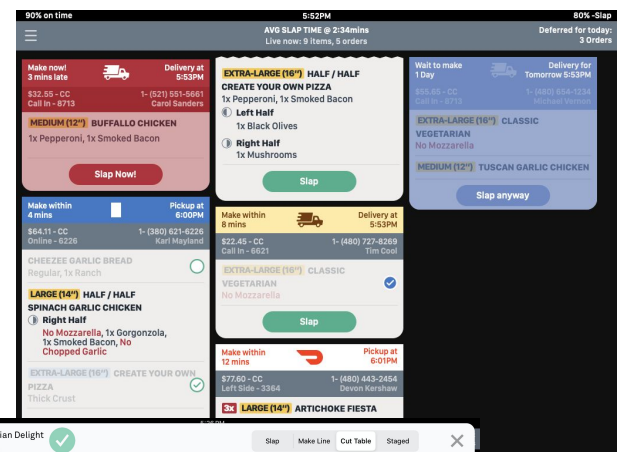


### Pizza KMS/KDS Nice-To-Haves

- Sticker printers to print customer name & address plus item groupings ("Pizza 2 of 4")
- Tap on any pizza for "Make instructions" Helpful for new employees to know how many slices of pepperoni are needed
- Choose which items display; Don't clutter make-line KDS with drinks or ice cream items

### Pizza KMS/KDS Must-Haves

- KDS that displays time remaining for order to leave the store and still arrive at delivery destination on time
- Make line requires no bump bars; withstands flour with ease
- List ingredients to add according to exact order of your make line
- Progress automatically updates customer's pizza tracker
- Automatically display DoorDash orders and deferred orders at the right time to complete



Staff can tap any item to see how to make make it



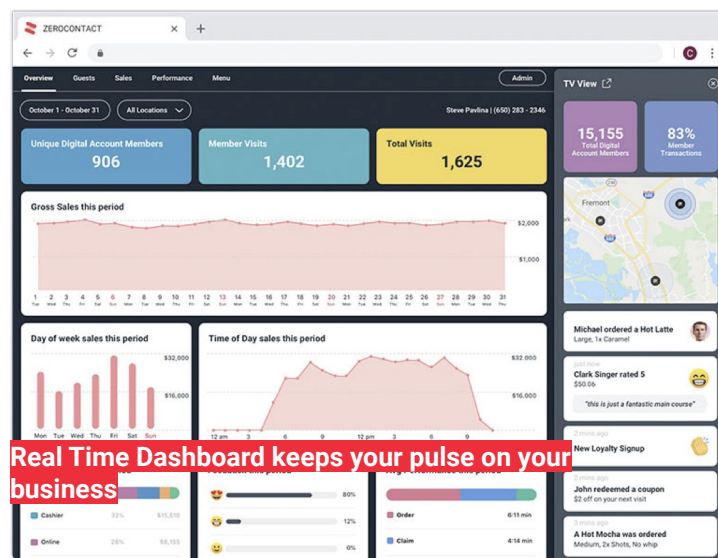
# FEATURE 12: PIZZA REPORTING & ANALYTICS

## Data Driven Pizza, with API's to anything you can imagine

Stop guessing and start knowing. By tracking details like pizzas per employee per hour, combined with prep times by hour, you can zero in on knowing exactly how many staff you need weekday afternoons or Friday by 4:00. With both online and excel reports, your teams can stay up to the minute and go in depth to their heart's content.

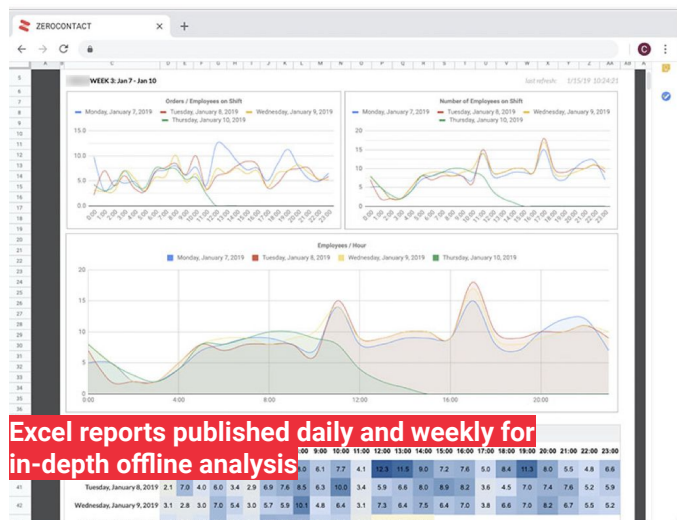
### Pizza Reporting Must-Haves

- Sales: Day of Week, Time of Day, which Channel (online call in) with drill down
- Time of service
- Guest counts with known vs. new
- Number of Deliveries and Dispatches
- Avg Tickets per dispatch and 3+ orders
- Drive Time, and Miles
- Percentage of On-Time Delivery
- Average Round Trip (minutes)
- Size counts for Box inventory



### Reporting Nice-To-Haves

- Tracking license plate and vehicle insurance credentials
- All data available in cloud for all stores. Enables HQ analysis
- Excel output of data



## FEATURE 14:

### A.I. MARKETING FOR GUARANTEED SALES

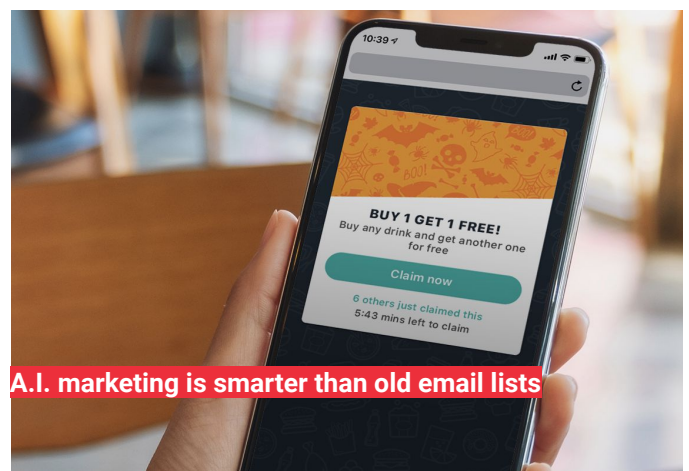
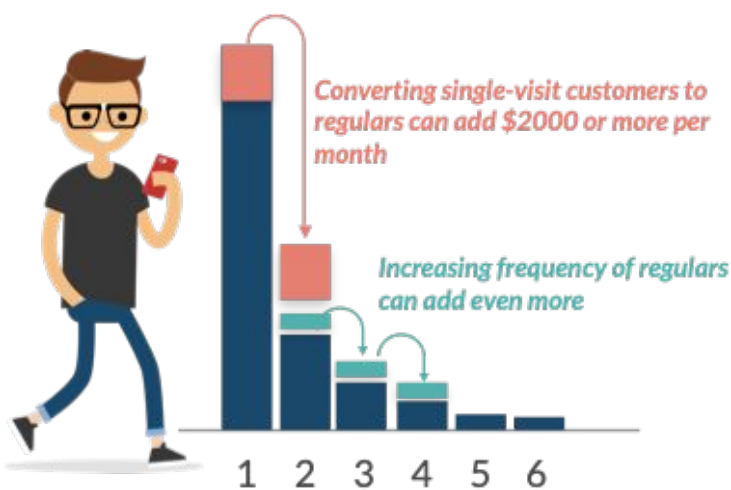
**True A.I. Marketing can predict the success of offers, and guarantee sales**

We've done the math. Out of the hundreds of unique campaigns and marketing offers a brand will attempt every year, only a few move the needle.

You set a budget of how many additional sales you want to generate and A.I. engines can produce net-new sales from customers who would otherwise not visit.

#### A.I. Marketing Must-Haves

- Target customers not likely to visit
- Increase visits from every group
- Predict the success of offers
- Display ROI: Net \$ generated
- Don't stress out customers by sending too many offers
- Generate \$ guaranteed new sales

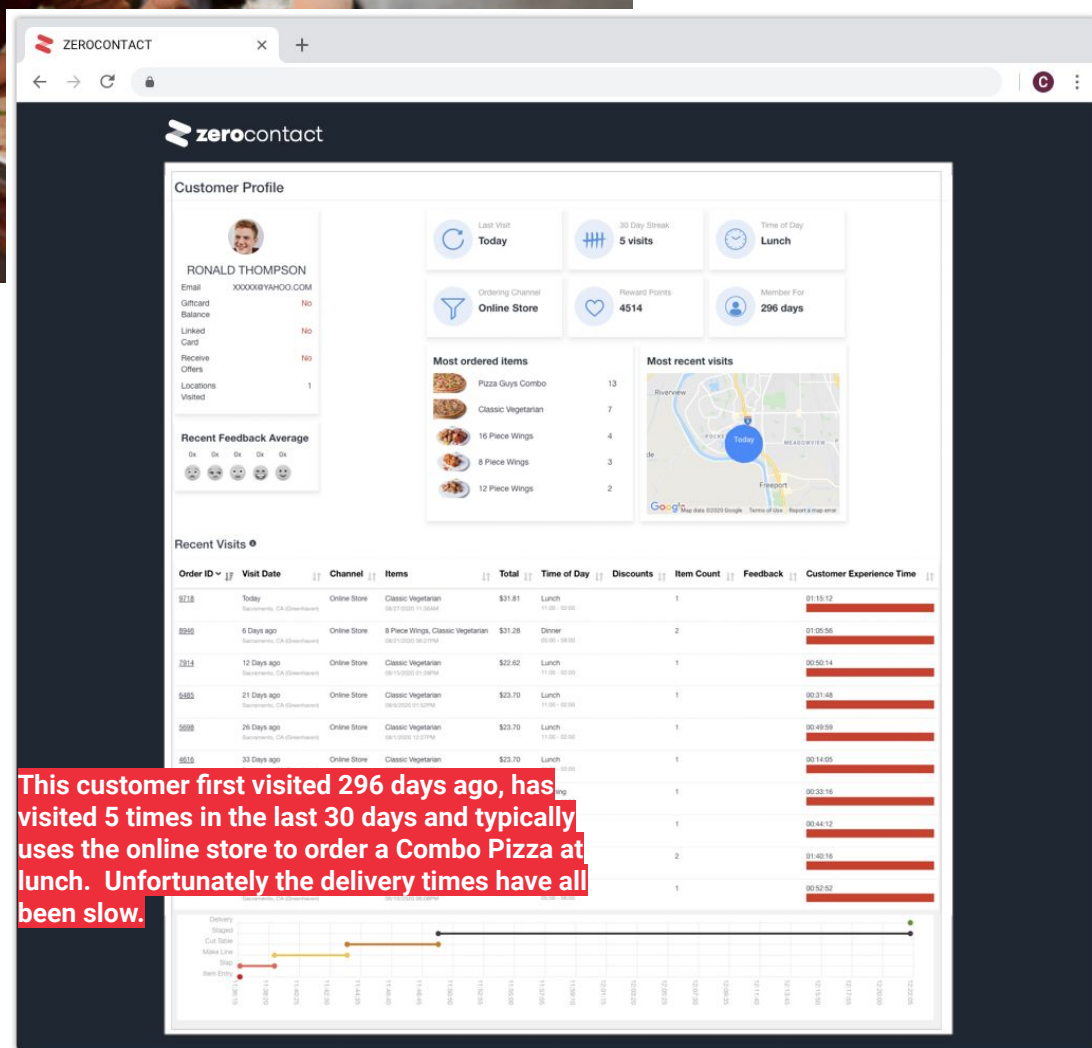
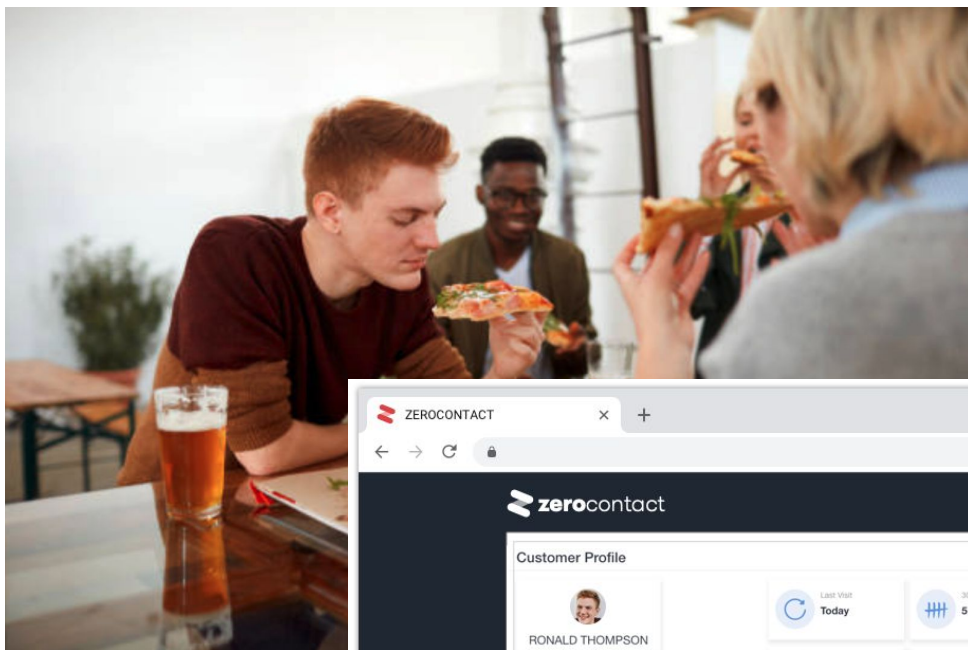


A.I. marketing is smarter than old email lists

# FEATURE 13: CMS, LOYALTY & PERSONALIZATION

## Know your customers better than ever before

Have you ever wanted to dig in and know everything about your customers? Get a Loyalty and CRM system so tightly integrated that you can access access customer history from every order, with details you need to know more, serve customers better and grow your business.



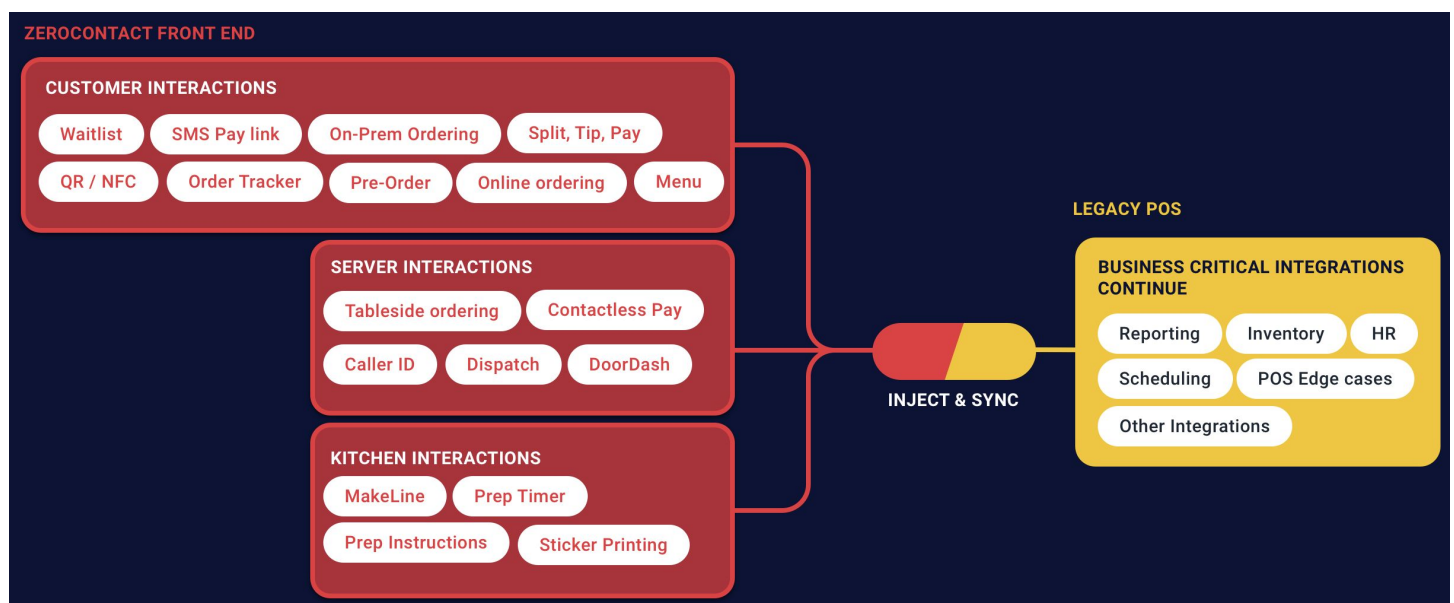
## FEATURE 15:

# DEPLOY AS A “FRONT END” TO EXISTING POS

### Augment legacy POS and, and extend the life of existing investments

A completely new approach for chains who want to continue to use some aspects of their legacy POS, but desire superior guest experience and a contactless customer journey is to use a zero contact solution as “front end” order management solution that injects orders into the POS.

In this “front end” deployment, an Order Management System improves the guest experience, and the Legacy POS remains in the background to ensure all of a store’s reporting, HR, and inventory reports all continue without interruption or effortful rework.



### “Front End” Must-Haves

- Inject
- Enhance capabilities of existing legacy POS
- Adds new contactless and off-prem requirements
- Provides in-store operations necessary to achieve contactless customer journey
- Data and orders flow through legacy POS so that reporting, inventory, HR and other integrations continue

