

TIME IS MONEY

How Order for

Pickup delivers ROI

Rakuten Ready

 RESTAURANT DIVE

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How Much ROI can increased Order for Pickup generate?

Our data established that mobile Order for Pickup is fastest for customers and enables restaurants to operate more efficiently. What does that mean for the bottom line?

We found results vary depending on the current order type mix. But the data is clear that the more orders that can be shifted towards mobile Order for Pickup the better the financial.

The charts that follow will illustrate how shifting the ordering mix to Order for Pickup can have a positive impact on revenue.

WE MADE THE FOLLOWING ASSUMPTIONS

- Average store revenue of \$7000 a day
- Average size check of \$10
- Delivery commission is 25% of total order check size
- Peak orders account for 70% of daily order volume
- Focus on peak periods which offers the greatest opportunity to capture revenue

IMPACTS FROM ORDER FOR PICKUP



INCREASE IN ORDER FOR PICKUP ORDERS

as customers begin to realize it is a faster experience



CAPTURE MORE REVENUE

that would have been lost due to paying delivery commissions



FASTER OPERATIONAL TIME

via the drive-thru due to increased mobile usage

Order for Pickup is fastest. Customers think otherwise.

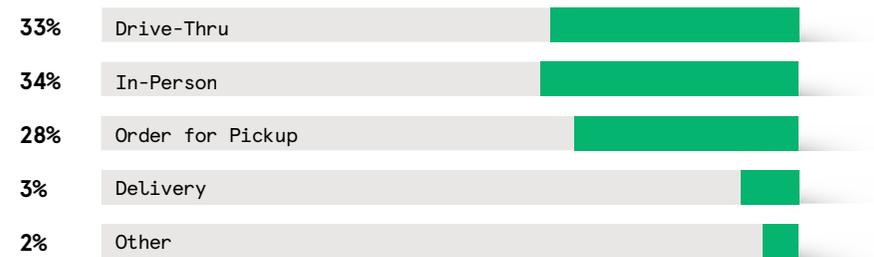
In most consumers' minds, perception is reality, but the truth is that their perception is hurting sales. Since we know that mobile Order for Pickup can have a major impact on revenue, it needs to be prioritized. Brands must promote it to their customers to drive usage so they begin to understand it is the fastest channel. Customers are not yet convinced.

When we surveyed consumers about their wait time expectations during peak times they ranked In-Person and Drive-Thru as faster methods for getting their food order than mobile Order for Pickup.

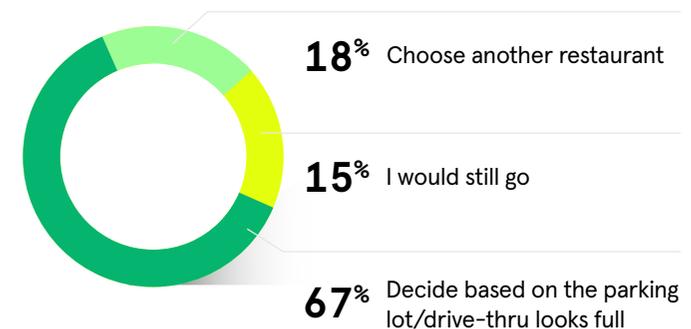
However, according to our research, Order for Pickup is really the fastest method with a significant wait time advantage as customers actually spend less time on-site getting their food than what they had perceived.

Let's dive into each of these three methods in more detail to see why convincing customers to use Order for Pickup is the optimal solution to increase profitability and improve the customer experience.

During peak times (*breakfast, lunch or dinner*), which method do you think is the fastest to get your food?



How would long lines impact your decision regarding which fast food restaurant to go to?



Mobile Order for Pickup is the most profitable channel

Order for Pickup is an efficient channel, allowing for much shorter wait times for your customers and significant cost efficiencies for you.

- Improved operational efficiency and profits from needing less staff to capture orders and payment.
- Shorter customer wait times, which increases order throughput and drives more revenue.
- Since these mobile orders, the mobile app can automatically upsell customers and help drive incremental revenue.
- Additional revenue is possible from new customers who want to use Order for Pickup but didn't know it existed or previously went elsewhere due to the long lines.



The clear winner:

Order for Pickup



Rakuten Ready