

Getting started with Digital Ordering

How does it work?



Why Digital Ordering?



You get to own the guest relationship: Guests can order directly from you, meaning you can better cater to their needs, influence their sentiment, and grow brand loyalty.



Lessening the cost for guests: Keep guests happy by not having to pass on added fees and margins that are prevalent with aggregators.



Fast and efficient checkout for guests: Whether through the web, mobile, or an app, guests can place orders easily, with minimal clicks to checkout. No login required.

The benefits

To see the true benefits of Digital Ordering, it's important to empower guests to use it. By using Digital Ordering, brands have...

Customer success: 	
 ADDITIONAL CHANNEL OFFERING <p>Through MOBI Digital Ordering, Wing'n It was able to expand their ordering channels and digital experience. Since activating online ordering and seeing the success it has brought, Wing'n It has expanded their franchise model to include take-out only locations.</p>	 INCREASED AVERAGE ORDER VALUE <p>MOBI Digital Ordering allows for better product discovery, resulting in an increased average order value of \$10.</p>

How to create exceptional guest experiences using Digital Ordering:

- Let your guests know they can order directly with you through your online ordering channels. You could do this a number of ways, ie through marketing campaigns, email, social media, and incentivise them with loyalty initiatives also.
- Make sure your menu items and pricing are up to date, with inviting imagery.
- Make sure your delivery or pick up times are up to date, so guests know when to expect or collect their order and aren't kept waiting.

FAQ and troubleshooting

If you require assistance relating to Digital Ordering, head to the MOBI Help Center at support.mobi2go.com.

Here, you can find answers on topics such as:

Updating store hours 	Updating menus 	How to schedule your orders 
Setting your prep and delivery wait times 		

If you're having issues with your Digital Ordering and haven't been able to resolve them using the Help Center, please contact MOBI's 24/7 Customer Support Team at support@mobiHQ.com.