



The changing phase of online food ordering system

It is said that the best way to fight competition is to lead it. No surprises, online food ordering systems have already started dictating contemporary restaurant markets worldwide. Restaurants – big or small – are joining the bandwagon to excel competition and so can you.

A good [online food ordering system](#) guarantees you wider audience for cost-effective publicity. As your customers feel rescued from the irritating, time consuming and error-prone phone-call based order placements; you gain growing number of faithful clients and in turn increased revenue. Your up-to-date online restaurant menu lets you please your customers by eliminating any kind of time wastage. It further facilitates choice with customized menu items to suit past order patterns. A good online ordering system would also enhance your marketing arsenal with highly target-oriented promotions, with customer database and crucial statistical reports on individual and overall consumer ordering behavior.

While making up your mind is easier, choosing a suitable online food ordering service is quite another. There is no dearth of companies claiming superiority across the web. Choosing between them shall naturally invite an extensive and thorough research.

Before venturing out for a thorough study of your picks, you must realize the criticality of the matter. You should keep in mind that subscribing to the right services would only determine whether you are able to capitalize the opportunities on offer. There is a whole train of features and advantages that must be ensured, that too for a feasible budget!

To begin with, it is advisable to make a checklist on paper of all requisite features that you may want or you may find online. You can outline the following features in your checklist, while evaluating your options:

1. All Time Open (24 by 7, 7 days a week available) online restaurant menu;
2. Automatic creation and maintenance of customer database;
3. Possibility of customization and integration of your website with the online ordering system;
4. Generation of sales reports;
5. Ease of setting up;
6. Full security;
7. Scope for online promotions;
8. Ability to remember past orders of customers;
9. Search engine friendly web pages;
10. Any other add-on features.

Next step forward would be to zero down to the most meaningful service providers in terms of suitable plans, to meet your pocket size and scale of business. You may search down these sites on Google or Yahoo. The first ten or

twenty links may be looked up for a start, as Google algorithms ensure that the most useful and reputed links only emerge at the top.

Upon short listing, you may begin with check listing each service provider with a tick (√) if the feature is found, and a cross (x) for otherwise. You may keep assigning a rank to the service providers hand in hand, based on the number of ticks secured in each case. Now you may pick up the first three rankers and evaluate their pricing and sign up plans.

Adhering to your pocket constraints and business requirements stringently, make a choice based on the ranking assigned by you, net cost of the service per day and the past records of the website, as reflected by the testimonials and samples on the service provider's website. Wish you all the best!

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