

Introduction

By working with an online food delivery platform, restaurants can gain access to new customers, as well as drive existing customers to order more frequently via the additional channel. Online food delivery services also offer expertise in technology, business operations, data analytics, marketing and customer experience, and work directly with restaurant partners to make the joining process simple, optimise your online listing and make your online listing as profitable as possible.

A great online delivery provider should allow restaurant owners to do what they do best - create great food for their customers. The online delivery partner should offer services that help you maximise the impact of your online business and use online delivery to take it to the next level.

This fact sheet is designed to provide an overview of the options available to boost your business, once you have an online listing.

Summary: Key benefits of working with an online delivery provider

- Immediate access to more local customers
- Provision of technology such as free websites, ordering and delivery technology
- Significant investment in marketing for restaurant partners
- Access to customer insights and valuable data
- One-on-one support to easily set up, manage and optimise your listing
- The opportunity to streamline business operations and grow existing and new revenue streams

For more information on the benefits of working with each of the major online food delivery providers, please read [Online Food Delivery in Australia - Options for Restaurants](#).

Data is Key!

Online delivery providers use sophisticated technology to analyse customer buying patterns, enabling restaurants to gain a better understanding of local customers, emerging food trends and ways to streamline operations to achieve maximum profitability.

Access to data on customer purchase behaviours can help restaurants adjust their offering to suit local customers and drive more orders. This can include insights on popular local dishes, which can influence menu design, whether local customers regularly order meal deals or take advantage of specials, along with local expectations on delivery fees and the minimum order amount required for delivery.

Access to insights such as peak ordering times also enables restaurants to streamline operations by efficiently mapping out staffing and resources. This has provided many restaurants with the opportunity to refocus their efforts elsewhere in their business and expand into new areas which they may not have considered before.

Optimising Your Listing with Data

Delivery Fee

Delivery fees are one of the biggest considerations for restaurants that provide their own drivers. While delivery fees are there to ensure a restaurant can remain profitable for delivery, it's also important to adjust these fees to local trends to ensure your restaurant is offering a low enough fee to entice orders, but substantial enough to still contribute to your bottom line.

Menulog is currently the only provider that offers a national solution for restaurants with their own drivers and the only provider that enables restaurants to keep their delivery fee. Menulog also works with restaurant partners to help set an attractive delivery fee for local customers, by providing local data and one-on-one support from a local account management team. This amount can be varied per suburb, to ensure profitability for Menulog restaurant partners.

For those restaurants without their own driver, the delivery fee will generally be calculated by your online delivery provider. This is because they manage the food courier that will deliver the food from your restaurant to the customer.

Minimum Order Amount for Delivery

Like the delivery fee, restaurants that provide their own drivers have the opportunity to set a minimum order for delivery to ensure the costs of facilitating that delivery - for example, driver time and petrol - can be covered. Once again, adjusting this variable should take into account your business costs, your delivery suburbs and the time it takes to make deliveries, as well as local customer expectations and average minimum orders for your area. Menulog provides recommendations to all its self-delivery partners on minimum order amounts suitable for their business and local area.

For restaurants using a delivery provider, given the costs for delivery are covered by the delivery providers, restaurants do not have the opportunity to adjust this variable.

Delivery Suburbs

For self-delivery restaurants, selecting the right mix of suburbs to offer delivery in your local area can make a big difference in orders for your restaurant. Menulog recommends a few factors to consider when establishing delivery suburbs include the proximity of suburbs to your restaurant, how travel time will impact a customer's overall experience and the population density in surrounding suburbs.

Special offers

Many online ordering and delivery providers offer restaurant partners the opportunity to add meal deals or menu specials to their listing. These are a great way to encourage customers to keep coming back and re-order.

On Menulog, restaurant partners can opt in to what is known as a 'First Time Customer Discount', where new customers can receive a percentage off their first order. This entices local customers to try new restaurants in their area, as well as building a habit of ordering more frequently.

Additional Options for Restaurants

It's important for restaurants to discuss options with online delivery providers to help boost their listing. Often, there are additional services or products that restaurants can take advantage of to help drive orders. For example, Menulog offers a product called 'Top Placement', which allows restaurants to move to one of the top five search positions within delivery suburbs for a set fee for a period of 12 weeks. Data shows that securing one of these top spots can increase orders by up to 60 percent.

Summary

Once you have weighed up the financials and if delivery might work for your restaurant, it is important to carefully assess which provider and model is best for your business. Partnering with an online food delivery platform is a great way to grow your business. In order to achieve maximum profitability and make the most out of your listing, it is advisable to leverage all the features available to really make the most of your listing. Using the expertise of the partner's team to help you execute these features is crucial, as their experience and industry knowledge will help you carve a business plan set for success.