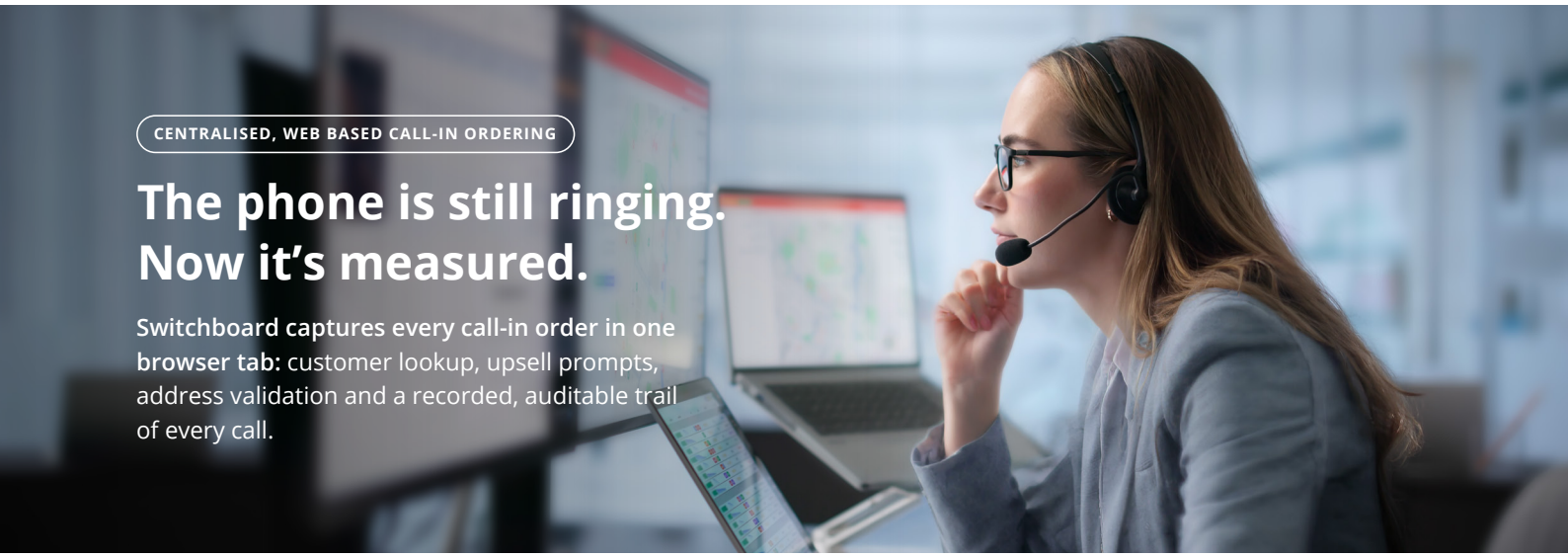
YUMBI

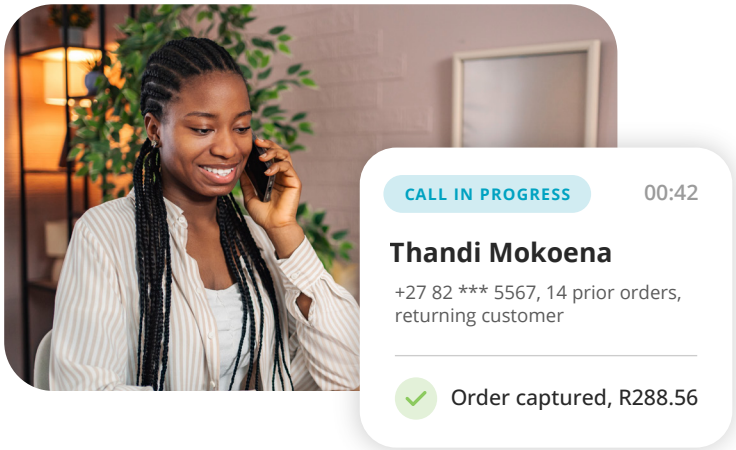
YUMBI Switchboard CALL-IN ORDERING



CENTRALISED, WEB BASED CALL-IN ORDERING

The phone is still ringing. Now it's measured.

Switchboard captures every call-in order in one browser tab: customer lookup, upsell prompts, address validation and a recorded, auditable trail of every call.



A third of your trade, on paper

Close to one order in three still arrives by phone, through the channel with the least visibility in the business. If those orders live on paper tickets, you can't count them, can't attribute them, and can't market to the customers who placed them.

And an order nobody can reconcile is an order nobody has to account for. Shrinkage doesn't show up in a report you don't have.

31% of QSR orders are still placed by phone. Across the YUMBI platform.

WHY BRANDS TRUST IT

The channel nobody measures, measured by a platform that does.

Switchboard runs on Gateway, on the same platform that has processed 100 million+ orders across 2,000+ restaurants. The phone stops being the exception in your reporting and becomes another channel on the same platform, with the same menu and the same numbers.

100M+	2,000+	15	7
orders processed	restaurants onboarded	brands	African markets

South Africa, Botswana, Namibia, Kenya, Nigeria, Zambia and Côte d'Ivoire. YUMBI platform data.

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99.99% Gateway uptime across 2,000+ locations. *Published YUMBI result.*

Auditable by design.

Every call is recorded with the agent, the timestamp, the customer's number and the contents of the order.

Reconciled, not estimated.

Where YUMBI integrates with your VoIP provider's data warehouse, calls are matched to orders, so your Order Rate, Query Rate and Abandonment Rate are measured rather than guessed.

No card data on the call.

Switchboard takes no payment. Orders are settled on delivery or at collection. YUMBI is POPIA compliant.

INSIDE THE CALL

From ring to kitchen, one unbroken workflow.

Switchboard turns a phone call into a structured, auditable order in four steps. Every moment is timestamped and recorded. No paper, no re-punching, no lost tickets.

12:00
RING

Call rings in

VoIP integration identifies the number the moment it connects. The customer profile opens with order history, saved addresses and favourites.

RECOGNISED, THANDI M., 14 PRIOR ORDERS

12:18
CAPTURE

The agent takes the order

Favourite items surface while the agent browses the menu, so the call feels personal and takes less time. Upsell prompts appear as items are added. The menu is always current, powered by Gateway and identical to every other channel.

UPSELL, +1 LARGE CHIPS ADDED, BASKET R288

12:51
VALIDATE

The address is checked

Every delivery address is checked against the zones you've configured, the same zones your StoreFront customers order from, and the nearest restaurant that can serve it is selected. The agent can only place a delivery order at a restaurant that can actually service the address.

IN ZONE, GLENWOOD, 4.2 KM

13:32
SEND

The order goes through

Injected into the POS where integrated, otherwise received on the GSM Printer or OrderUp. The kitchen prints, the customer gets an SMS confirmation on acceptance where they gave a mobile number, and the whole call is on record.

SENT TO POS, SMS CONFIRMATION, ORDER #48217

THE RESULT

Every phone order measured, attributed and owned. No lost tickets, no unaccounted paper, and structured customer data feeding Insights, and Engage where you run it.

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COMPLETE CALL-IN ORDERING

More than a faster call.

Switchboard runs in a browser on any internet-connected computer. No special hardware and nothing to install. Agents log in and start taking calls.

1

One agent, many brands

A single agent can serve multiple brands and sites, so cross-brand and crosssite orders are handled from one screen.

2

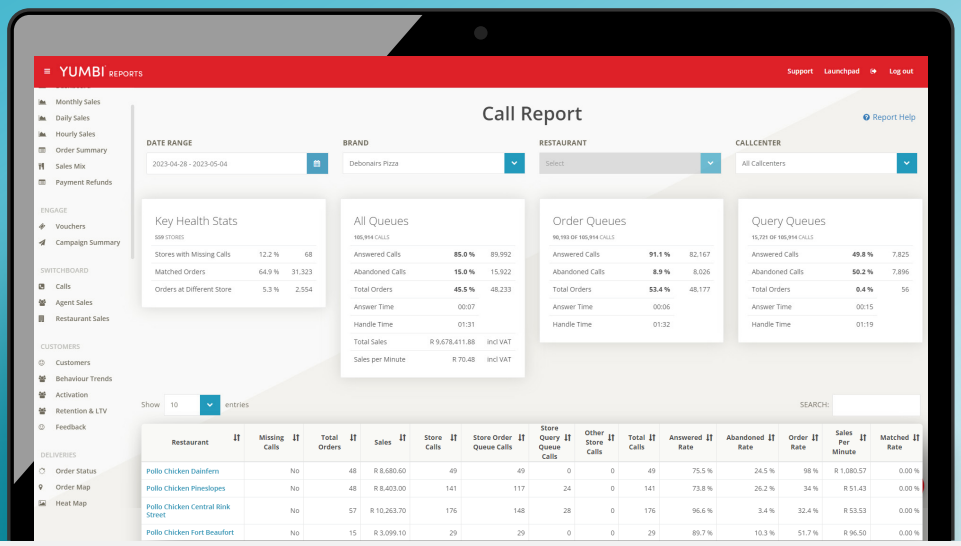
Fewer “where is my food” calls

Live driver tracking for call-in orders, where the restaurant uses a delivery management system integrated through Gateway.

3

Reach customers with no app

With Engage enabled, SMS campaigns and vouchers reach phone customers who’ve never downloaded tyour app.



Head office can reconcile calls received against orders placed, so every phone order is accounted for.

BUILT FOR VOIP, PLUGS INTO YOUR STACK

It works with the phones you already answer.

Switchboard connects to your VoIP provider for caller lookup and reconciliation, to your mapping provider for zones and distance, and to your POS through Gateway.

Voice over IP

Euphoria

PARATUS

Mapping

Google Maps

mapbox

Point of Sale

GAAP POINT OF SALE

AURA on top of your business

micros

munch.

pilot Made for it.

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Straight answers

Do we need new phones or hardware?

No. Switchboard runs in a browser and works with the phones you already answer. Caller lookup and reconciliation come from your VoIP provider.

What if our VoIP provider isn't listed?

Agents can still take and send orders. Caller lookup and call-to-order reconciliation need a VoIP integration; Euphoria and Paratus are integrated today. Ask us about yours.

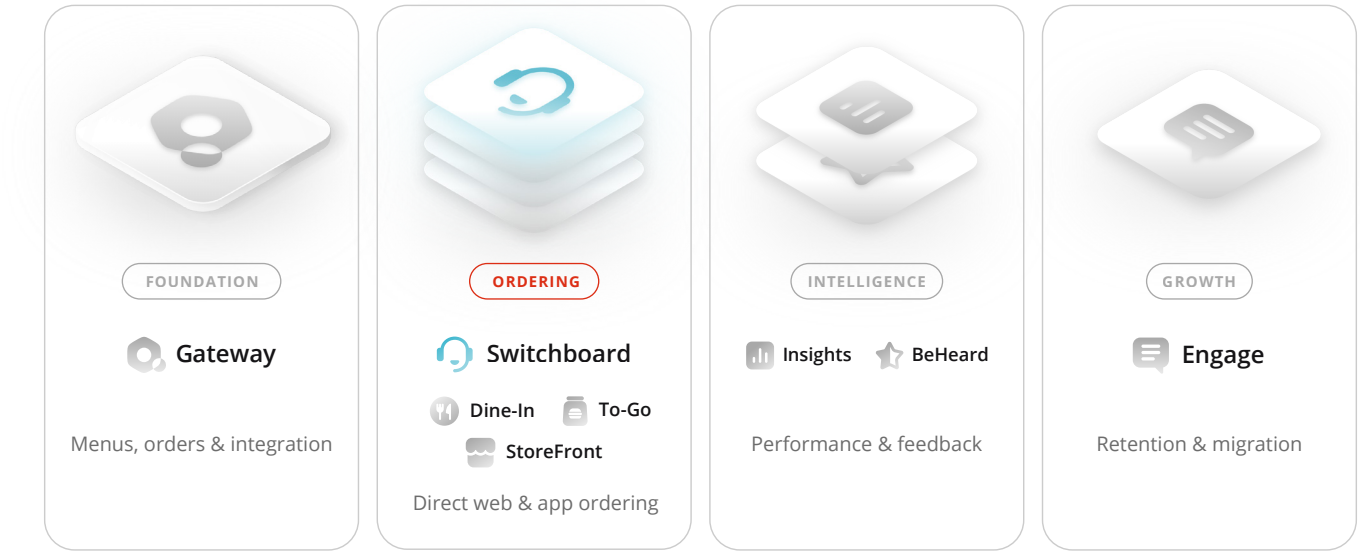
Does it need a POS integration?

No. Orders are injected into the POS where integrated, otherwise they arrive on the GSM Printer or OrderUp and are captured at the till.

Part of the connected platform

Switchboard is an ordering channel. Underneath it, Gateway is the foundation: one menu published to every channel, one set of delivery zones, orders injected into the POS where integrated, and trading that carries on when a POS drops out. Insights is included, so phone orders sit in the same reporting as every other channel.

Engage is a separate subscription that lets you reach those customers by SMS and voucher.



FOUNDATION

Gateway

Menus, orders & integration

ORDERING

Switchboard

Dine-In · To-Go · StoreFront

Direct web & app ordering

INTELLIGENCE

Insights · **BeHeard**

Performance & feedback

GROWTH

Engage

Retention & migration

BOOK A SESSION

Make your biggest invisible channel visible.

Book a 30-min operations review. See visibility across your network in a live walkthrough.

Your Customers. Your Advantage.

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