YUMBI®

StoreFront

In a cluttered digital food ordering marketplace, we help your restaurant brand stand out from the crowd and connect directly with customers.

We're living in the age of ultimate convenience. Hungry customers today have access to multiple delivery services, more food options and better ordering experiences than ever before.

With the meteoric rise of third-party food aggregators, the bar has undoubtedly been raised. However, allowing another company to take control of the delivery process, as well as own and manage your customer relationships and data comes with significant risk.

While it's true that third-party aggregators can help to promote your restaurant and brand, it's important to remember they do this using the substantial fees charged to your brand or restaurants - and despite this, you can still end up getting lost amongst competitors, who are also made available on these platforms.

*At YUMBI, we believe in the importance of **delivering great, consistent service** to your end-customer, and over the past decade have created **StoreFront** - a white-labelled e-commerce ordering solution that's designed to make brands and restaurants the hero again.*

StoreFront offers a **responsive website design and mobile app** (Android and IOS) solution to meet your customers' food ordering needs. This white-labelled solution is fully adaptable to your brand identity guidelines, and offers varying degrees of customisation at both a brand- and restaurant-level.

To date, we've processed over 20 million orders for a number of market leading restaurant brands, in 4 countries. Using the insights and experience gained during this time have been able to continually **unlock real and meaningful value for our clients and partners.**

Through *StoreFront*, we empower you to own and manage your customers' online ordering experience and engagements, control the delivery process, and (most importantly) retain a direct brand relationship without paying away the margin.

In an age where customers expect to be able to engage and transact with you digitally, we believe it's time to make it easy and convenient for them to order directly from you instead.

Some of the key product features include:

Smart restaurant listing and look-up process which allows you to present restaurants based on their proximity to the customer, indicate collect/delivery support, and (where applicable) any fees to deliver. In addition, this function also enables the app/website to launch directly to the most relevant restaurant menu based on the customer's location and their saved addresses.

Real-time address validation. By validating the address upfront, we help you avoid accepting orders that fall outside of your approved ordering zones. It also ensures that, where applicable, the customer is shown relevant delivery fee information and that the most-convenient (and closely located) store is chosen for them.

Support for both collect and delivery orders, thereby enabling you to serve your customer regardless of their preferred method of obtaining their food order.

Advanced menu configuration support. With our advanced menu management system, we can specify collect- and delivery-only menu items, offer price-adjustable swapping of toppings, time-based menus, as well as multiple menus per brand (e.g. Standard or Halaal).

Seamless integration with third-party providers. This includes payment gateways, delivery management solutions, Point-Of-Sale providers or a GSM printer, as well as an advanced insight and marketing tool.

Complex delivery zone support. We've designed a powerful way of ensuring that you can fully and flexibly customise your delivery zones with time-based rules, multiple delivery fees, price overrides, and exclusion zones.

Multiple tender-types per restaurant, making it even more convenient for your customer to order directly from you. Options include online payment, as well as cash or card on-collection or -delivery.

YUMBI Insights reports will help you to effectively leverage valuable customer-related data to enhance your offering and communication with your end-customers.

Let's work together to unlock the value of Digital Ordering for your business.
Contact us for a free demo.

+27 31 940 0536   connect@yumbi.com   www.yumbi.com