

Switchboard

Increase revenue, gain insights and retain customers through a more personalised phone-in ordering experience with Switchboard.

Despite rapid growth in the adoption of online ordering websites and apps, **48% of all fast food orders are still phone-in orders**^[1]. With customers being exposed to better experiences thanks to a digitally-enabled world, they're not only looking for choice, but also expect traditional channels for engagement from the restaurants and brands they love to work just as well as digital portals do.

Most of today's online food ordering solutions (including third-party aggregators), lack call-in ordering as part of their product and service offering. And those that do, utilise centralised call centres that offer only a basic level of customer support, failing to enhance the overall food-ordering experience.

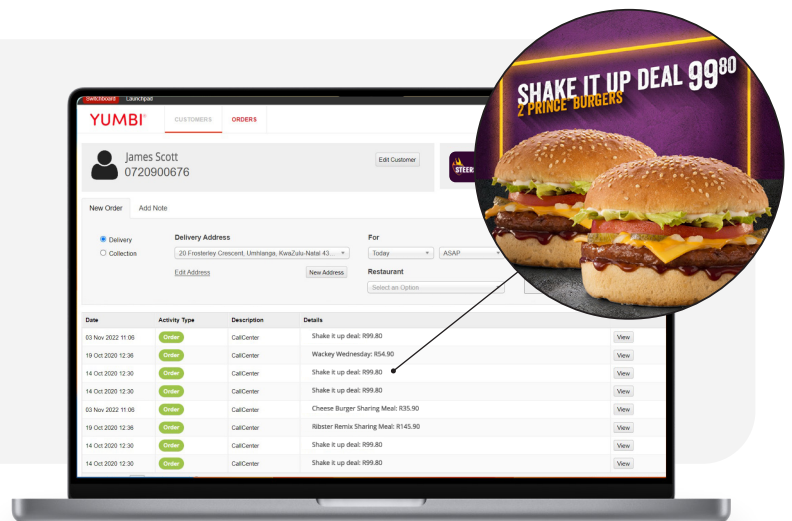
Enter **Switchboard**, a powerful web-based call-in ordering solution that's built on top of the YUMBI food ordering Platform.

Why choose Switchboard?



Offer your customers an improved ordering experience:

- ✓ **Automatic customer look-up and order history** enables Agents to quickly identify existing customer details, such as their name and previous order preferences.

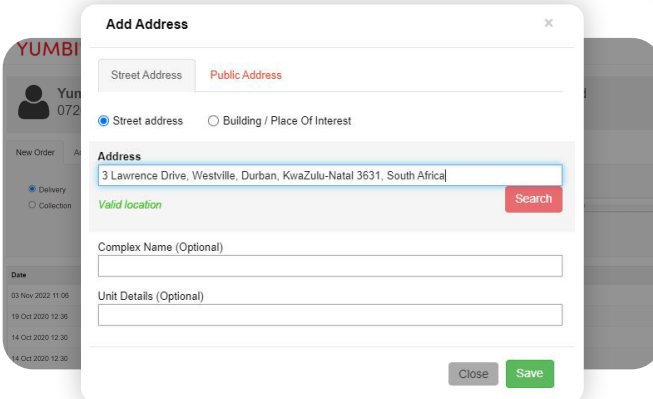
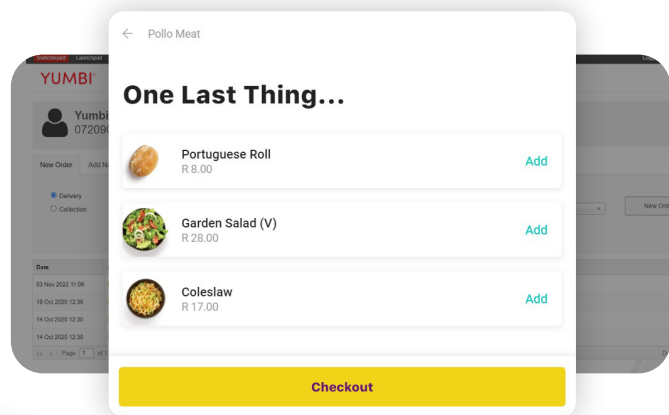


- ✓ **Saved Customer Notes** empowers Agents to quickly identify important customers, or other information related to their profile.
- ✓ **Multiple Saved Delivery Addresses** allows Customers to quickly confirm which existing location they want their food delivered to.
- ✓ **Order confirmation SMS** allows Customers to easily confirm what details were captured by the Agent and placed at the Restaurant.



Increase your bottom line

- ✓ **Customisable menu upsell prompts** allows Agents to offer additional menu items and promotions to customers, leading to increased sales.



- ✓ **Automatic Delivery Address validation** ensures orders are only placed at the restaurant if the customer address falls within an approved delivery zone.

- ✓ **Linked restaurant locations** allow Agents to offer food items from other Brands or restaurants associated with a particular location.
- ✓ **Decreased handle time** through the efficient ordering process with Switchboard can result in cost savings.
- ✓ **Multi-Brand and Restaurant support** enables Agents to service call-in orders from multiple restaurants and brands allowing you to leverage the economies of scale.
- ✓ **YUMBI Engage integration** allows restaurants and brands to seamlessly market to call-in customers using targeted SMS communications and voucher campaigns.





Reduce opportunities for fraud

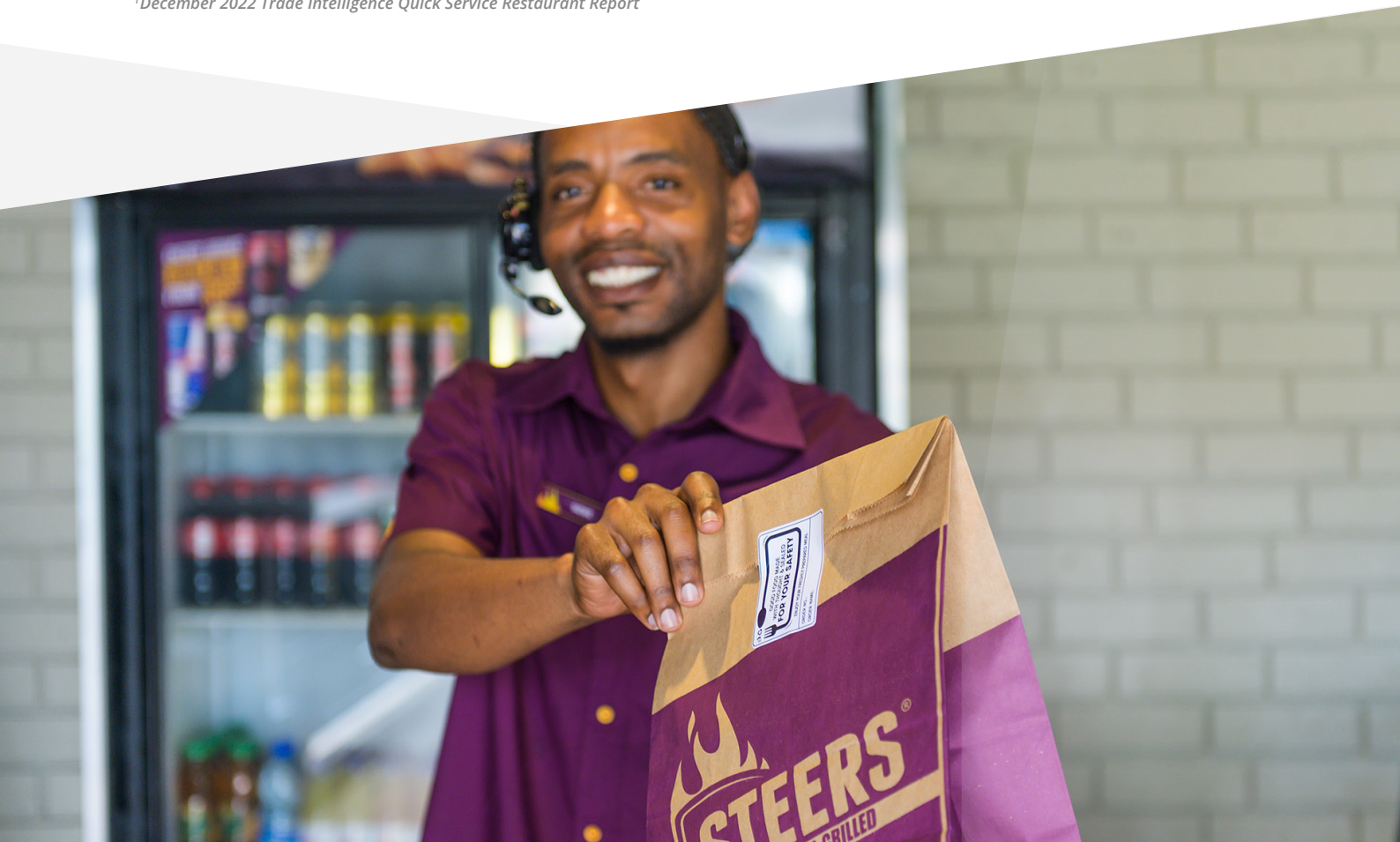
- ✓ **Detailed order reports** ensure every call-in order is recorded on the platform allowing for better auditing checks and no opportunities for a staff member to defraud the restaurant.
- ✓ **VoIP provider integrations** allow restaurants to quickly compare how many calls have been received, vs how many orders have been placed.

Let's unlock a more consistent ordering experience for your customer and better insights for your business.

CONTACT US FOR A FREE DEMO.



'December 2022 Trade Intelligence Quick Service Restaurant Report



Your Customers. **Your Advantage.**

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