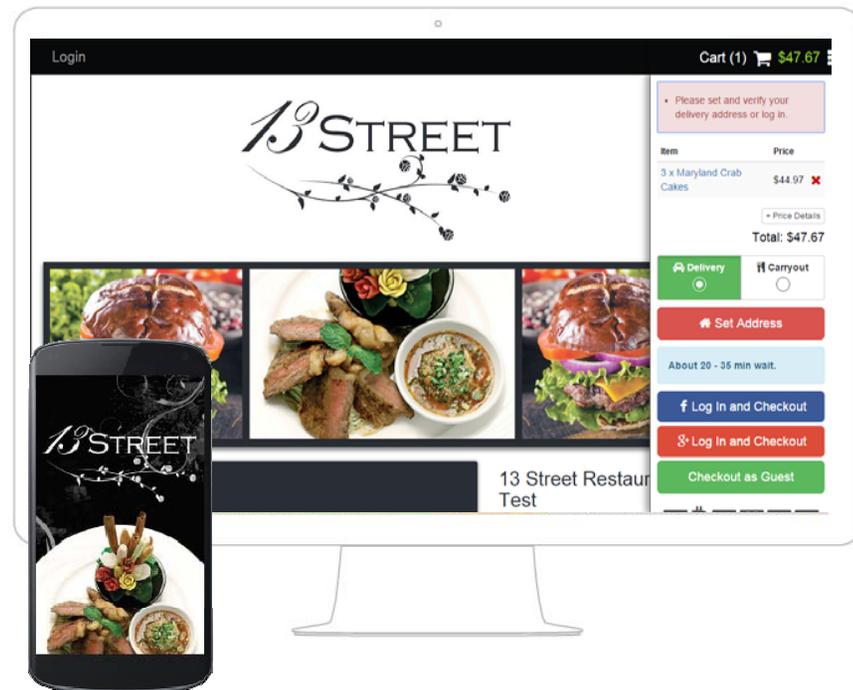


menufy

- The Menufy Product
- The **Customer** Shopping Cart Experience
- The **Menufy** Online Ordering Manager
- The **TLS** Experience

Menufy Product

- Free Online Ordering Site Design
- Domain Acquisition
- Listed / SEO
- Bank Verification
- Set-Up Notifications (text, email, fax, tablet)
- Schedule Test Order



The Customer Shopping Cart Experience

Placing an order

- Log in via Facebook
- Log in via Google+
- Or Checkout as Guest (requires verification)



BREAKFAST

Omelettes & eggs.

One Egg

\$2.99

Any style.

[Click To Order](#)

Two Eggs

\$3.99

Any style.

[Click To Order](#)

13 Street Restaurant

13 Street Restaurant in Mountville, PA offers an eclectic menu, though we are known for our seafood and seasonal multi-regional offerings, and our delectable desserts made in house. We have live music every Sunday, karaoke every Tuesday, and on Thursday, you'll want to make

Item	Price
3 x Northwest Marinated Salmon	\$34.50 ✖
+ Price Details	
Total: \$38.57	

Delivery Carryout

Deliver to:
4708 Hempland Road, Mountville, PA 17554
[Change Address](#)

About 20 - 35 min wait.

[Log In and Checkout](#)

[Log In and Checkout](#)

[Checkout as Guest](#)



The **Customer** Shopping Cart Experience

Payment Options

Payment Type

 Cash (Pay on Delivery)
 PayPal
 Bitcoins
 New Card

Log in to save your information and speed up your future orders!

The Customer Shopping Cart Experience

Example Cash Order as Guest Checkout

- Chooses payment type
- Provides phone and email address.
- "Show Order Details" not expanded

Payment Type

<input checked="" type="radio"/> Cash (Pay on Delivery)
<input type="radio"/> PayPal
<input type="radio"/> Bitcoins
<input type="radio"/> New Card

Log in to save your information and speed up your future orders!

<input type="button" value="Log in with Facebook"/>	<input type="button" value="Log in with Google"/>
---	---

Contact Info

<input type="text" value="joan"/>	<input type="text" value="riley"/>
<input type="text" value="717-555-5069"/>	<input type="text" value="joanriley@gmail.com"/>

Notify me when new promotions are available from 13 Street Restaurant Test

Confirm Delivery

Please confirm that you are placing a **Delivery** order to be delivered to:

Delivery Address:
4708 Hempland Road, Mountville, PA
17554

Special Instructions:

Total: **\$26.38**

The **Customer** Shopping Cart Experience

Example Cash Order as Guest Checkout

- Order Details is expanded

+ Show Order Details

*** ENTREES: Northwest Marinated Salmon ***
2 x \$11.50 = \$23.00

Subtotal: \$23.00

Delivery Fee: \$2.00

Tax: \$1.38

Total: **\$26.38**

To reduce fraud, ID may be requested upon delivery.

Return to Site

Complete Order

The **Customer** Shopping Cart Experience

Chooses verification method

- Requests to receive PIN # via Text or Phone Call
- Not required when logged in w/Facebook or Google+

Almost done!

Please verify your order using one of the following options

Log In:

This will also save your contact information to speed up future orders.

OR

Press the button below to have a verification PIN sent to your phone # (717) 555-5069 ([change](#))

The **Customer** Shopping Cart Experience

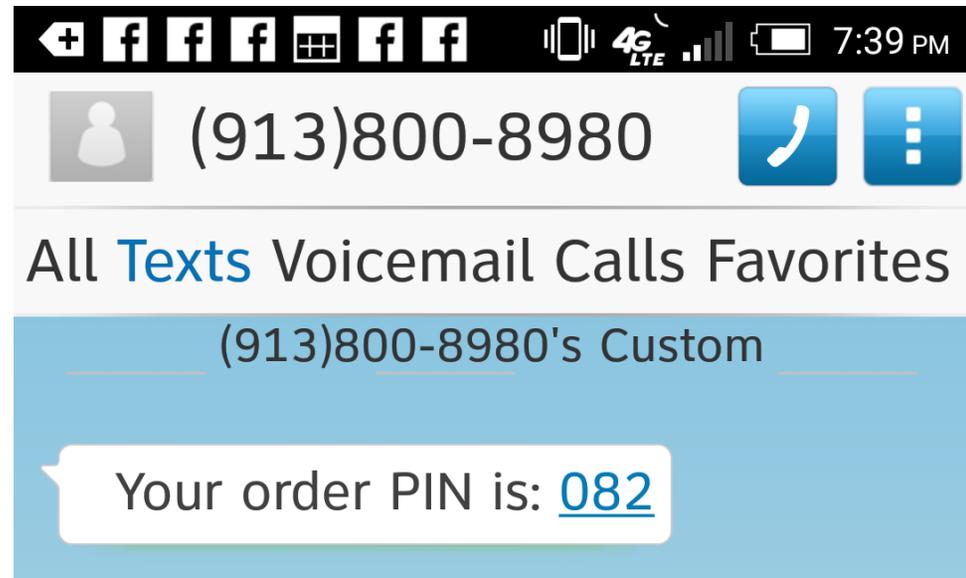
Chooses verification method for guest checkout

- Verification of a phone & email combination is required only once in a six month period. *(That's 6 months from the last time an order was placed using that combination.)*
- If the next order is place with a different combo of phone/email then a new PIN # verification is required.
- No verification is needed if logged in via Google+ or Facebook.

The **Customer** Shopping Cart Experience

Example Cash Order as Guest Checkout

- Receives PIN # via TEXT or PHONE within seconds



The **Customer** Shopping Cart Experience

Example Cash Order as Guest Checkout

- Enters PIN # to confirm order

Almost done!

Please verify your order using one of the following options

Log In:

 Log in with Facebook

 Log in with Google

This will also save your contact information to speed up future orders.

OR

The PIN has been sent to (717) 555-5069 ([change](#)). Once you receive the PIN via text or call, please enter it in the below field and press Complete Order.

ENTER PIN

Go Back

Complete Order

The **Customer** Shopping Cart Experience

Example Cash Order as Guest Checkout

- After the PIN # is entered the order is sent to the restaurant
- Customer receives thank you email



Thank you!

Your order should be ready in **20 to 35 minutes**.

Please pay \$34.38 at the time of delivery.

If you need further assistance please call us at **(717) 509-9255**.

Order #: 1868781

Tell your friends about 13 Street Restaurant Test:

 Recommend this on Google

 Like Be the first of your friends to like this.

How can we make your online ordering experience better?

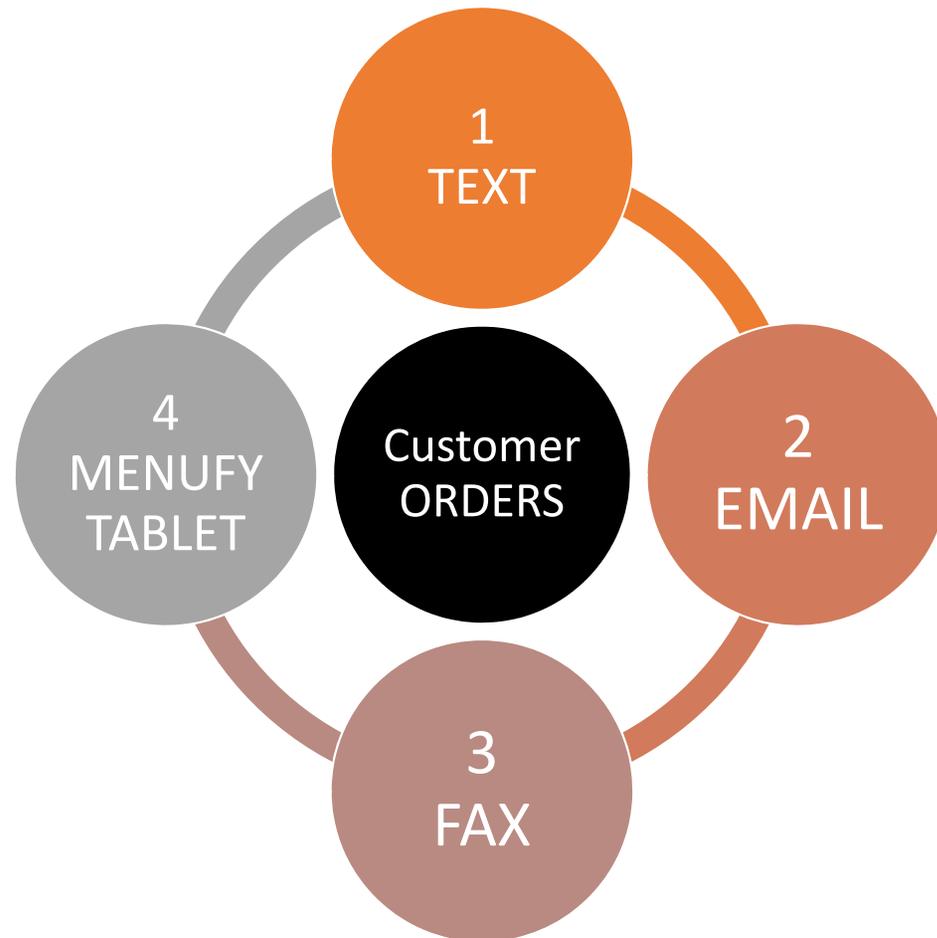
Note: This feedback is sent to Menufy. To contact 13 Street Restaurant Test please call (717) 509-9255.

[Send Feedback](#)

[Privacy Policy](#) • © 2009 - 2016 Menufy.com

The **Restaurant** Experience

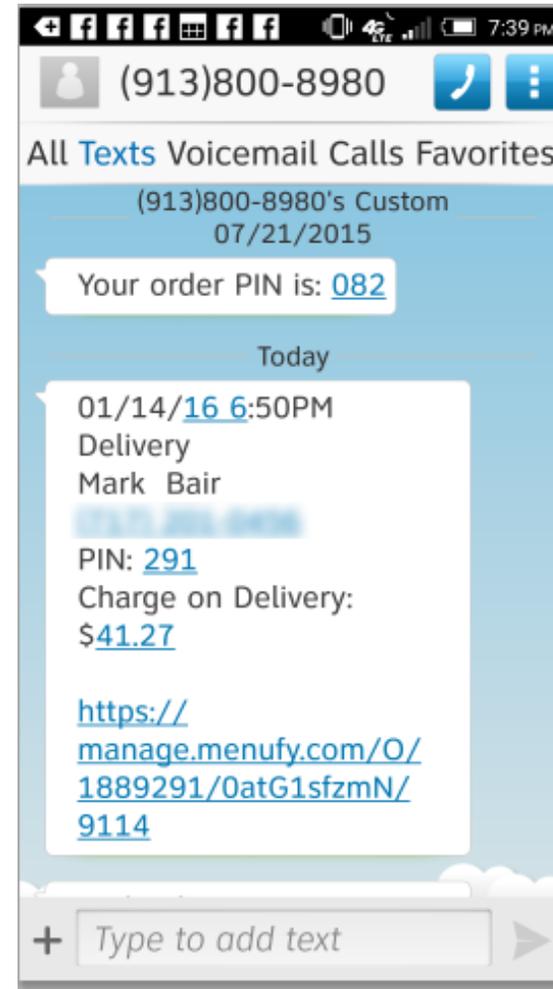
- Restaurants receive orders via these 4 methods
- Any combination – or all four



The Restaurant Experience

Order received via TEXT

- Restaurant confirms order by tapping the link
- Links to Menufy manager webpage
- If not confirmed:
 - Automated call in 3 min, then 6 min, then live call.



The Restaurant Experience

Order received via EMAIL

- Restaurant confirms order by tapping [\[Press to Acknowledge\]](#)
- Links to Menufy manager webpage
- If not confirmed:
 - Automated call in 3 min, then 6 min, then live call

Thu 1/14/2016 6:50 PM
Menufy.com <noreply@menufy.com>
New Order: 1889291-1889291
Bair, Marcy

[\[Press to Acknowledge\]](#)


Call to confirm (855) 563-6839
Enter PIN **291**

Delivery - CASH (Charge on Deliver
01/14/16 6:50PM Approx. 20 to 35 min wait
Mark Bair

Qty	Category	Item	Options	Subtotal
2	ENTREES	12 oz. Ribeye	Choice of Preparation: Rare	\$29.50

Need help? Call (913) 738-9399 with ID: 1889291-1889291
Add tip? Call (855) 572-8477 with your PIN: 291
<http://13thStreetRestaurant.com>

CASH (Charge In store)
Delivery Fee: \$10.00
Subtotal: \$29.50
Tax: \$1.77
Charge on Delivery: \$41.27

Customer Signature: _____

The Restaurant Experience

Order received via FAX

- Restaurant receives automated phone call within 3 minutes
- Types PIN # into phone to confirm
- If not confirmed:
 - Automated call in 3 min, then 6 min, then live call



Call to confirm (855) 563-6839

Enter PIN: 520

Delivery - PREPAID (Paid Online)

02/02/15 1:22PM Approx. 45 to 60 min wait.
 Tony Chang
 5555555555
 805 glynn street south, Fayetteville, GA 30214
 Comments: Ring the door bell three times

Qty	Category	Item	Options	Subtotal
1	CHINESE LUNCH CUISINE	Triple Crown	Choice of Soup: Wonton Soup (\$0.95) Choice of Appetizer: 2 Crab Rangoons Choice of Rice: Fried Rice	\$8.94
1	HIBACHI LUNCH	Chicken	Choice of Rice: Fried Rice (\$1.00) Extra Seafood Sauce (\$1.00)	\$9.99
1	SEAFOOD & POULTRY	Seven Star Around the Moon	Choice of Rice: Brown Rice (\$1.00)	\$17.99

Need help? Call (913) 738-9399 with ID: f6ty5ww-1079961
 Add tip? Call (855) 572-8477 with your PIN: 520
<http://TestLocation2.menufy.com>

PREPAID (Do Not charge)

Delivery: \$2.00
 Prepaid Tip: \$2.00
 Subtotal: \$36.92
 Tax: \$2.22
 Restaurant Total: \$43.14

The **Restaurant** Experience

Order Received via Menufy Tablet/Console

- Tablet flashes and makes a beeping sound
- Employee touches screen to accept order
- If not confirmed:
 - Automated call in 3 min, then 6 min, then live call



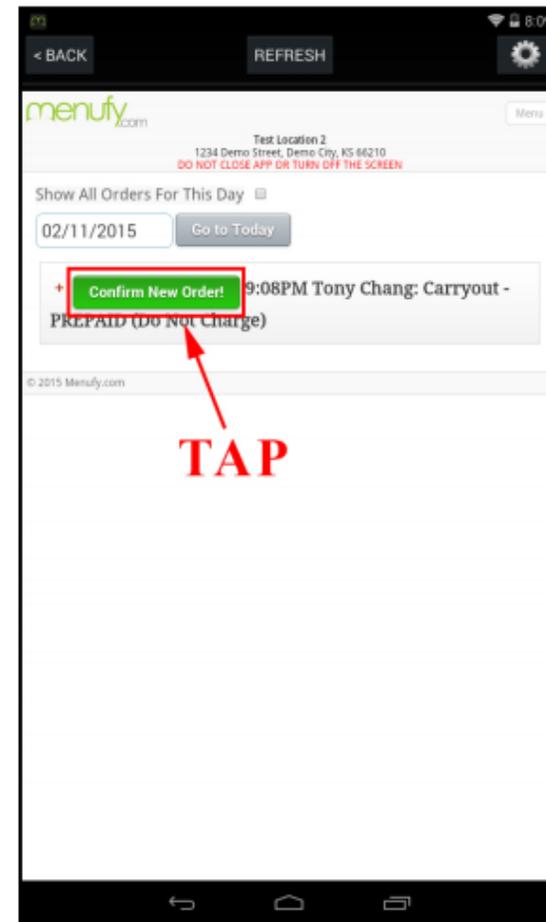
The Restaurant Experience

Order Received via Menufy Tablet/Console

- Employee then taps "Confirm New Order!" button
- Once confirmed, a [PRINT ORDER] button is displayed (*Not shown*)

Note: the tablet must be within 10' of the printer for Wi-Fi to be reliable.

STEP 2



The Restaurant Experience

The Menufy Tablet/Console

- Add Tip
- Add to Order
- Issue Store Credit
- Issue Refund (partial refund to cc)
- Void Order (full refund to cc)

The image displays two screenshots of the Menufy tablet interface. The top screenshot shows the main order management screen with several action buttons: 'Add Tip', 'Add to Total', 'Store Credit', 'Refund', and 'Void'. A 'Tip: \$2.00' is entered in a field. The bottom screenshot shows the 'VOID' screen with an 'Unvoid' button and a message: 'Order was VOIDED. Tip: \$2.00'.

Annotations with red arrows point to various elements:

- SX AMOUNT FOR "ADD TIP" & "ADD TO TOTAL"**: Points to the 'Add Tip' and 'Add to Total' buttons.
- SX AMOUNT FOR "STORE CREDIT" & "REFUND"**: Points to the 'Store Credit' and 'Refund' buttons.
- VOID THE ORDER**: Points to the 'Void' button.
- TIP AMOUNT CUSTOMER PAID ONLINE**: Points to the 'Tip: \$2.00' field.
- \$ AMOUNT THAT IS PAID BY THE CUSTOMER**: Points to the 'Prepaid Tip: \$2.00' line item.
- \$ AMOUNT THAT IS PAID TO THE RESTAURANT**: Points to the 'Restaurant Total: \$13.64' line item.
- ADD \$X TIP TO THE ORDER**: Points to the 'Add Tip' button.
- ADD \$X AMOUNT TO THE ORDER**: Points to the 'Add to Total' button.
- REFUND \$X TO THE ORDER**: Points to the 'Refund' button.
- ISSUE \$X STORE CREDIT FOR THE CUSTOMER TO USE ON FUTURE ORDERS**: Points to the 'Store Credit' button.
- TO UNVOID THE ORDER THAT WAS VOIDED**: Points to the 'Unvoid' button.

The order summary in the top screenshot includes:

- CarryOut 02/11/15 9:08PM
- Payment: PREPAID (Paid Online)
- Approx. 20 to 35 min wait.
- ID: 7yr258m-1097772
- Card: XXXX-XXXX-XXXX-2937
- Contact: Tony Chang (555) 555-5555
- Info: This is a test order.
- *** APPETIZERS: Clams with Black Bean Sauce ***
1 x \$7.99 = \$7.99
- *** APPETIZERS: Vegetarian Spring Rolls ***
1 x \$2.99 = \$2.99
- Prepaid Tip: \$2.00
- Subtotal: \$10.98
- Tax: \$0.66
- Restaurant Total: \$13.64
- Customer Details ---
- Online Charge: \$1.25
- Paid Online: \$14.89

The **Restaurant** Experience

Menufy Manager

- Set Notifications

Add Notification

Email Text Phone Fax

Alert Enabled	Type	Name	Contact	Backup Only
<input checked="" type="checkbox"/>		Marcy Bair	marcy@totalloyalty.com	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>		Marcy's phone	(717) 201-0456	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>		Marcy Bair	(717) 201-0456	<input checked="" type="checkbox"/>

The **Restaurant** Experience

Menufy Manager

<https://manage.menufy.com>

- View Orders
- Review Payments & Sales Reports
- Set Delivery Areas
- Issue Credits
- Set Notifications
- Set Wait Times
- Turn Off Delivery

Menufy Product

Three Questions



- How Much Does It Cost?
 - \$1.25 per order
 - 2.5% + \$.30 payment processing fee per order



- How Do I Receive Orders?
 - Email, Text, Fax, Menufy Table/Console



- How Do I Receive My Funds?
 - Scheduled Direct Deposits
 - Available daily, weekly (default), bi-weekly, or monthly

The Restaurant Experience

Menify Manager

- View Orders

Orders latest first

Orders Date: to [Search Orders](#)

Total Sales: **\$3,562.73** (151 orders)
Unacknowledged Orders: **4**

Date	Name	Type	Total	Refund	Payment	
08/24/15 5:50PM	manuel grice	🚚 Delivery (Paid Online)	\$20.59	Void	\$	Receipt
08/24/15 5:33PM	julia gutierrez	🚚 Delivery (Paid Online)	\$17.69		\$	Receipt
08/23/15 7:52PM	Josiah Barrett	🚚 Delivery (Paid Online)	\$36.52		\$	Receipt
08/23/15 7:35PM	Erica King	👤 CarryOut (Charge in Store)	\$14.23		\$	Receipt

The Restaurant Experience

Menufy Manager

- View Order
 - Print Customer Receipt



Call to confirm (855) 563-6839
Enter PIN: **303**

Delivery - PREPAID (Paid Online)

08/02/15 2:30PM Approx. 35 to 50 min wait.
Elva Avila
(915) 704-1297
11025 Vista Del Sol Dr #2217, El Paso, TX 79935

Qty	Category	Item	Options	Subtotal
1	PIZZA	Pizza	Size: Medium 12" == Entire Item == ADD Pepperoni	\$4.49
1	PIZZA	Pizza	Size: Medium 12" == Entire Item == ADD Bacon	\$4.49

Need help? Call (913) 738-9399 with ID: nbwybr-1446330
Add tip? Call (855) 572-8477 with your PIN: 303
<http://XtremePizzaYarborough.com>

PREPAID (Do Not charge)

Delivery Fee: \$3.00
Subtotal: \$8.98
Tax: \$0.74
Restaurant Total: \$12.72

--- Customer Details ---
Online Charge: \$1.25
Paid Online: \$13.97

Tip: _____

Customer Signature: _____

The **Restaurant** Experience

Menufy Online Ordering Manager

- View Order Details
 - Add Tip
 - Add To Total
 - Issue Credit
 - Refund
 - Void

Order Details info, tip, void, refund, credit and adjustments

⊕ Notifications History ⊖ Send Notifications

⊕ Order History

Amount \$

Add Tip Add to Total Issue Credit Refund Void

PIN: 099
caleb.loder@loderweb.com

Delivery 08/26/15 6:57PM
Payment: PREPAID (Paid Online)
PayPal: caleb.loder@loderweb.com
Approx. 45 to 60 min wait.
ID: cvb2jmr-1504123
Contact: Caleb Loder (785) 550-6663
2508 Rawhide Ln, Lawrence, KS 66046

The **Restaurant** Experience

Menify Online Ordering Manager

- View deposit schedule (weekly schedule shown)
- Note: Daily deposits are now free

Payments 2.50 % + \$0.30 credit card rate

Payments Month: August 2015 ▼

Date	Amount	Details	Account	Status	
8/5/2015	\$586.98	GECU	XXXX2392	Paid	Report
8/12/2015	\$559.50	GECU	XXXX2392	Paid	Report
8/19/2015	\$685.88	GECU	XXXX2392	Paid	Report
8/25/2015	\$327.70	GECU	XXXX2392	Pending	Report

The Restaurant Experience

Menufy Online Ordering Manager

- View Payment Schedule
 - \$1.25 and cc fee removed for deposit
 - If restaurant pays \$1.25 it's shown in "restaurant fee" column
 - If paid "in store", no cc fee is collected



Xtreme Pizza
(915) 590-7272
1212 N Yarbrough Dr # 101, El Paso, TX

Payments for 08/25/15

\$327.70

CC and online fee removed

Orders Paid Online	Name	Type	Total	Customer Fees	Restaurant Fees	Payout
8/16/2015 3:34:04 PM	Daniel Loya	Credit	7.73	1.25	0.47	6.01
8/16/2015 5:18:26 PM	Max Gomez	Credit	12.05	1.25	0.57	10.23
8/16/2015 5:32:50 PM	Casey Washko	Credit	28.00	1.25	0.97	25.78
8/16/2015 6:33:40 PM	Stephen Romanelli	Credit	21.88	1.25	0.82	19.81
			25.61	1.25	0.91	23.45
8/17/2015 12:13:31 PM	Brandon Wilson	Credit	16.97	1.25	0.70	15.02
8/17/2015 2:48:13 PM	Taylor Dodson	Credit	26.80	1.25	0.98	26.15
8/18/2015 8:03:49 PM	Robyn Caruso	Credit	20.68	1.25	0.79	18.64
8/20/2015 3:15:43 PM	jose gonzalez	Credit	34.68	1.25	1.14	32.29
8/20/2015 5:11:58 PM	Danielle garcia	Credit	26.70	1.25	0.94	24.51
			32.61	1.25	1.09	30.27
			37.89	1.25	1.22	35.42
8/21/2015 1:21:54 PM	Matthew Foster	Credit	11.26	1.25	0.56	9.45
8/21/2015 1:35:31 PM	Armando Coronado	Credit	36.81	1.25	1.19	34.37
8/21/2015 6:58:53 PM	Jose Montes	Credit	30.38	1.25	1.08	30.05
			\$373.65	\$18.75	\$13.43	\$341.45

Orders Paid In-Store	Name	Type	Total	Customer Fees	Restaurant Fees	Payout
8/15/2015 8:08:01 PM	David Mendoza	In-Store	13.56	1.25	0.00	-1.25
8/16/2015 2:04:45 PM	Adrian Castaneda	In-Store	27.20	1.25	0.00	-1.25
8/16/2015 6:27:30 PM	Lacey Kincaid	In-Store	23.16	1.25	0.00	-1.25
8/16/2015 6:37:40 PM	Jose Padilla	In-Store	15.05	1.25	0.00	-1.25
8/16/2015 7:30:15 PM	rebeca rodriguez	In-Store	22.62	1.25	0.00	-1.25
8/18/2015 3:39:34 PM	Jose Salazar	In-Store	12.59	1.25	0.00	-1.25
8/18/2015 6:15:26 PM	Nick Saucedo	In-Store	28.30	1.25	0.00	-1.25
8/19/2015 6:35:04 PM	sue ledlow	In-Store	31.17	1.25	0.00	-1.25
8/20/2015 3:55:28 PM	Darlene Oquendo	In-Store	13.96	1.25	0.00	-1.25
8/20/2015 5:53:16 PM	Rhonda Walton	In-Store	28.88	1.25	0.00	-1.25
8/21/2015 5:35:42 PM	Ciria Martinez	In-Store	36.68	1.25	0.00	-1.25
			\$253.17	\$13.75	\$0.00	-\$13.75



The Restaurant Experience

Menufy Online Ordering Manager

- Set Delivery Areas
 - Unlimited Areas
 - Different Fees

Delivery Settings zones and fees

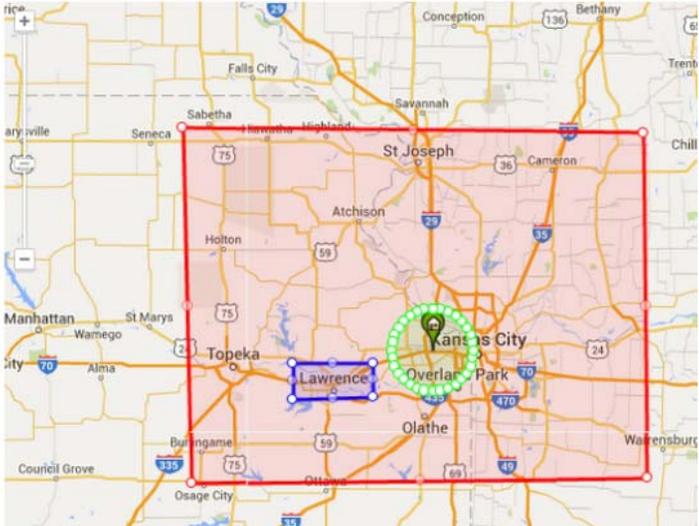
Minimum Order Amount \$ 10.00 Free Delivery After \$ 9999.00

Delivery zones starting from the closest zone.

Name	Fee \$
10mi Zone	0
Lawrence	5
Zone 1	10

+ Add Zone

Radius, mi + Add Circular Zone



The Restaurant Experience

Menufy Online Ordering Manager

- Issue Credits

Store Credit / Gift Cards Menufy

A future offering. Not available

Store Credit / Gift Cards are redeemable only for online orders. Two ways to issue:

1. Here. We'll email the customer an activation link.
2. Order Details page next to Add Tip, Rekind etc.

When a customer pays with their store credit, you will see it as the "Store Credit" line in the order details.

Customer Email: Amount: \$ [Issue Store Credit](#)

Date	Issued To	Issued By	Total	Balance
04/20/15 12:15PM	dan@dansi.net	Menufy (Dan Long)	\$1.00	\$1.00
03/31/15 9:55AM	desals@gmail.com	Menufy (Sharmi Desai)	\$2.00	\$2.00
01/27/15 3:13PM	corey.anderson@menufy.com	Menufy ([Menufy] Corey Anderson)	\$10.00	\$0.00
01/27/15 3:11PM	corey.anderson@menufy.com	Menufy ([Menufy] Corey Anderson)	\$5.00	\$0.00
01/27/15 3:10PM	corey.anderson@menufy.com	Menufy ([Menufy] Corey Anderson)	\$5.00	\$0.00
11/13/14 11:17AM	corey.anderson@menufy.com	Menufy ([Menufy] Corey Anderson)	\$5.00	\$0.00

The Restaurant Experience

Menufy Manager

- Restaurant Issues Credit
 - Customer receives email instructions to log into OLO page via Google+ or Facebook

13 Street Restaurant Test Store Credit

Inbox x



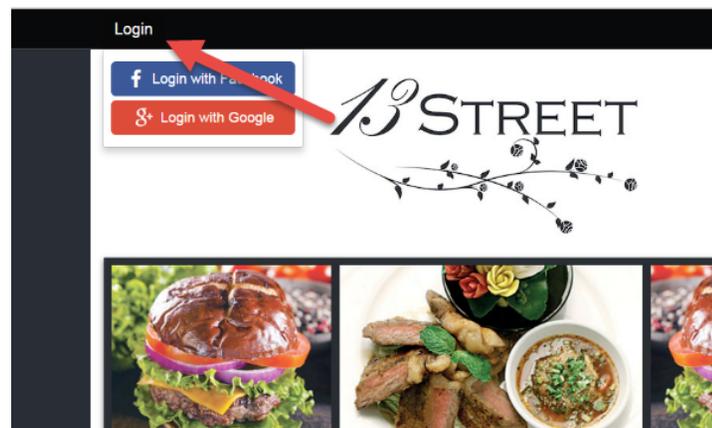
Menufy.com <noreply@menufy.com>
to me

1:41 PM (23 minutes ago) ☆



13 Street Restaurant Test sent you a \$2.00 store credit to order food online. To use your credit please [log in with your Google account at 13thStreetRestaurant.com](https://13thStreetRestaurant.com). You will see your store credit at the checkout.

We hope you will enjoy our tasty food!
Menufy Team



The **Restaurant** Experience

Menify Manager

- Customer uses store credit on next online order

Payment Type

 Cash (Pay on Delivery)

 PayPal

 Bitcoins

 New Card

Use my \$2.00 store credit!

Contact Info

The Restaurant Experience

Menify Online Ordering Manager

- Set Wait Times

Carryout Times

time is set in minutes

	Min	Max
Sunday	<input type="text" value="20"/>	<input type="text" value="35"/>
Monday	<input type="text" value="20"/>	<input type="text" value="35"/>
Tuesday	<input type="text" value="20"/>	<input type="text" value="35"/>
Wednesday	<input type="text" value="20"/>	<input type="text" value="35"/>
Thursday	<input type="text" value="20"/>	<input type="text" value="35"/>
Friday	<input type="text" value="20"/>	<input type="text" value="35"/>
Saturday	<input type="text" value="20"/>	<input type="text" value="35"/>

Delivery Times

time is set in minutes

	Min	Max
Sunday	<input type="text" value="20"/>	<input type="text" value="35"/>
Monday	<input type="text" value="20"/>	<input type="text" value="35"/>
Tuesday	<input type="text" value="20"/>	<input type="text" value="35"/>
Wednesday	<input type="text" value="20"/>	<input type="text" value="35"/>
Thursday	<input type="text" value="20"/>	<input type="text" value="35"/>
Friday	<input type="text" value="20"/>	<input type="text" value="35"/>
Saturday	<input type="text" value="20"/>	<input type="text" value="35"/>

The **Restaurant** Experience

Menufy Online Ordering Manager

- Turn Off Delivery Schedule

Turn Off Schedule holidays and emergencies

Turn Off All Day:  Delivery Only

Turn Off At: Until: Delivery Only

The **Restaurant** Experience

Search Engine Optimization

- Google Your Business
- Web Directory Listings
- Add Online Ordering Button
- Outside Linking



LIVE DEMO <http://13thstreetrestaurant.com/>

Customer

- Places Order
- Receives PIN # (*for Cash and Guest check-out orders only*)
- Confirms Order (*enters PIN# online*)

Restaurant

- Receives Order
- Confirms Order
- Prints Order

The **TLS** Experience



The **TLS** Experience

Be sure to Add the Link

- Add Online Order Link to App - <http://blog.totalloyalty.com/?p=94>
- Be Sure You - [add the GA Code Snippet](#)
- Name It "Online Ordering!"
- Add Link Immediately

The **TLS** Experience

- You and your rep will be copied on all Menufy communications
- Involve your rep when you see your client is not responding to Menufy's emails and calls
- If you have questions you cannot answer invite Marcy in on a conference call with you and your client.

Who Contacts Menufy and When?

➤ **BEFORE you submit the Menufy registration:**

As their coach, we are the initial contact and source for Menufy information to our customers, and so we must strive to provide them with the information they need to understand the Menufy product and field all of their questions.

- Do not call Menufy directly at this point with questions. Instead invite Marcy to join the call. Or, tell them you'll call them back and you and Marcy can walk them through their questions together.
- Do not turn the client over to Menufy to answer questions at this point.

➤ **AFTER you have submitted the Menufy Registration:**

Menufy will contact your client immediately upon receipt of your registration submission, usually the same day. It is at this point, after the submission to Menufy, you can provide Menufy contact info. to your client.

- If your client calls with further questions give them the Menufy support # at 913-738-9399 (ext. 1)
- Menu Changes: Forward them directly to menu@menufy.com
- If the changes are extensive ask your client to contact Menufy directly at 913-738-9399 (1), or email menu@menufy.com