**I Overview**

EDC Online Ordering: Two Great Options to Fit the Restaurant Owner’s Needs

Complete Web Site Solution: This is designed for restaurants with no web site or those who want a new mobile web site with an APP.

Online Ordering Component Only: This is designed for restaurants that have a web site that they want to keep but it does not offer online ordering. EDC designs an online ordering site branded for the restaurant and works with the restaurant programmer to link the two sites.

**II Benefits**

* Fast, mobile ordering from any device
* Advance Orders – Customers can place orders 24/7
* Order Recall – Customers can reorder with a few clicks
* Customized App with your restaurant logo
* Build Database – Capture vital customer information including email addresses
* Loyalty Program – Track your customers spending and awards points and rewards to repeat customers
* Save restaurant TIME – no time on phone or processing payments. Orders arrive PAID – just make the food
* Eliminates Errors – orders are clearly printed – email confirmation matches restaurant order

**III Pricing**

**Set Up Fees**

Complete Site: $249 one time Set Up includes Marketing Kit

Commission: everything above $75 is the rep commission. $75 covers EDC cost for Marketing Kit

Common Concession: Selling the web site for $75 or $100 thereby forgoing commission to make money on the back end lock up the client

Online Ordering Component: $100 set up fee

Commission: the entire $100. Set up does not include marketing kit which is an optional $75 extra.

Common Concession: Waiving the set up to make money on the back end and lock up the client

Marketing Kit: 1000 business cards, business card display and table stands window sign, menu stamps and Internet marketing – google Bing Yahoo listing and Trip Advisor and Yelp links

Marketing Kit is including in Complete Web Site; $75 extra in Online Ordering Only

Loyalty Program: Loyalty program is free to all restaurants and is described in more detail below. ALL clients should sign up for this.

**Residuals**

Complete Web Site: 5% & $29 a month hosting or 3% and $59 a month

Commission: 50%-50% split with rep

Common Concessions: Waving the hosting if orders get to over $2000 a month. Free service for the 1st one or two months

Online Ordering Component Only: 5% and $29 a month hosting OR 3% and $59 a month OR 7% with no monthly fee

Commission: 50%-50% split with rep

Common Concession: If the place is pizza or busy delivery restaurant EDC will accept 5% no hosting or same concessions as complete web site.

\*\*Add Order Fee to Order (Both Plans): a really effective way to lock up the deal is just “check” the box on the agreement and “add the order fee to the order” and have the customer ordering pay an “Online Convenience Charge”. The service is then essentially free to the restaurant AND restaurants that do this do not do less volume so a win-win.

**IV Commonly Asked Questions**

***Are there any contracts or cancellation fees*?**

No – month to month – cancel at any time

***How does restaurant get the order*?**

Fax or e-printer, kindle or email. Any HP printer at Staples now comes with E-print. Email orders come with a Blue “Click Here to Confirm Order” Link. Restaurants can get orders sent to both fax and email and sent to multiple email addresses as well. Benefit of email is it disables the Auto Confirm Call system when you click the Confirm Link. If the restaurant does not need the order printed (i.e. just entering it in a POS system anyway) the Kindle is the way to go.

***How long does it take to set up*?**

Two weeks.

***How does payment work*?**

Restaurant gets paid at time of order through authorize.net (paid online) or manually process cards (card processed at the restaurant). EDC bills 1st of the month. Restaurant pays EDC CC or bank ACH on 15th of following month. Rep commissions get paid on the 20th of the following month.

**How does the App work?**

When users access a site from a mobile device an App Pop up appears asking if they want to download the restaurant App. They click the download option from the phone and save to home screen. It is not listed in App Store. App shows once a day for three days and then once in a while – every 10 times customer visits site.

***How does the loyalty program work?***

Restaurant can define terms for this OPTIONAL point based program. 1 point per order OR 1 point per dollar. When you hit a loyal point level the web site automatically emails the user a coupon for a discount either flat dollar amount or % off order. Here is a typical program: Earn 1 point for every order over $15. Receive $15 coupon when you accrue 5 points.

***How do people find out about our site?***

Sites include EDC marketing kit (see order form for details in what is included) and basic SEO. EDC also has a variety of marketing partners – SEO and email marketing as well as print marketing and direct mail.

**V Significant Features**

**EDC Auto Call Order Confirmation System**

It is not a question of “IF” but “WHEN” the fax or e-printer will go down. At some point it will run out of paper or ink or jam or maybe someone just turns it off. Any legitimate Online Ordering company has a back up system to make sure that the orders are received. At EDC each order comes with a 4 digit confirmation code. Within a minute after the order the phone rings and it is a computer calling and restaurant just keys in the 4 digit code and the order is marked confirmed on our end. If we do not see it confirmed within 15 minutes, then a live agent will call and confirm and if need be give the order over phone. If restaurant gets order via email they can click the blue “Confirm Order” and that marks the order confirmed and disables the call.

**EDC Restaurant Portal**

When EDC goes live with a site we give the restaurant as well as the sales rep access to our portal <https://www.edcmeals.com/edc/restaurant_services.tpl> . The portal does three things as outlined below. To view it, here is the sign in for an EDC customer <http://www.sohopizzact.com> - ID: 203-794-1141 and Password: SH77A

1. Blog/ Daily Specials: if a restaurant signs up for a Blog (see order form - $50 one-time fee) we activate on our end and then they can access the portal and update this section of the web site. Basically, every client uses the Blog for Daily Specials so if they sign up we add the “Daily Specials” link to the Nav Bar – here is a sample <http://www.sundancedeli.com/Blog.tpl>. The good thing about signing a restaurant up for Daily Specials is it gets them interacting with the site every day and really promoting it to their customers as a result it does more business and the web site becomes an indispensable tool to the restaurant.
2. Data Collection and Order History: Restaurants at any time can access the portal view their orders and offload all their customer information including email addresses which can be used for email marketing. Some restaurants use this on a daily basis to view and track orders.
3. Lead Order Time: Here restaurants can adjust their delivery and take out times on the fly. If they are super busy and delivery is an 1 hour and ½ they can adjust it here. We can also do this for them. And related to this when we configure a menu we set it up with peak and non- peak lead times for both delivery and takeout. So, if you go on the web site during a lunch rush it will show you a longer lead time then if you access it say at 3 pm. We work with the restaurant to set up these times.

**Discounts**

In addition to the loyalty program, EDC sites can just apply straight discounts. It can either be a flat discount or a % and one time only ($10 off first order) or repeating (15% off thru April) . There can also be a minimum order to receive the discount. This is then promoted on the home page of the web site and also the business cards

**EDC vs Third Party – Grub Hub, Seamless, Uber Eats etc…**

Here is the EDC advantage:

1. Lower fees – 3% to 7% vs 10% to 30%
2. Immediate payments
3. No exposure to competition
4. Branded solution with App
5. Full Data Access

If a prospective client is using one of these services, the idea is to convey the above benefits of a customized online ordering site and get them to transition that business to the EDC platform where they are in control.

**A Word About SEO**

Additionally, the above mentioned companies realize that in suburban markets the main way they will attract customers is by controlling that restaurants Google Page. If some one type in **Sundance Deli Pleasantville NY** if the restaurant is signed up for one of these companies they will show up and in many cases even have reserved a domain name in the restaurants name <https://www.orderchristospizza.com/>. So what is happening is the restaurants customers are just ending on these expensive sites and then the restaurant pays these high fees. We need to act as a consultant and show them what is happening. Many of these guys have really no idea. With the Sundance sample above that is what I call a “clean” listing. He uses no other service – only his site comes up so he get the phone orders and online orders through EDC at a lower fee

**Demo Sites**

<http://www.edcdemo.com/> or  <http://www.andiskitchen.net/>

Use these sites as a training tool to familiarize yourself with the order system and then they can be used to place test orders at presentations. After your first order, register then place a second order and at check-out activate” 1-click ordering” so you can see how that works as well as the Loyalty program – the Loyalty Program only works for registered users so make sure you register after your first order.

For additional information please visit our web site and review our video.

Regards,

John Fetterolf

[www.edcinteractive.com](http://www.edcinteractive.com/)

(914) 276-3061

Cell – 917-796-7110

Fax: (914) 470-2796

EDC Video: <https://www.edcinteractive.com/video/>