



Innovations & Concepts in Hospitality and Retail

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 **Naxtech**



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IBM

 **ULTINOUS**

 **UNIVERSITY OF
WEST LONDON**

About Naxtech

Multi-Award Winning Digital Agency

- Multi award-winning digital agency based in Reading, UK.
- Bespoke web development and digital marketing (multi-channel multi-lingual).
- Microsoft, IBM, Google Partner.

Projects & Clients - Naxtech



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Online Food Ordering Product Concept

- Online food ordering system with flexibility in mind. 3 main functions:
 - Online ordering
 - In-store ordering eg. self-service kiosk
 - Table booking with pre-ordering
- Accessible from any device with a web browser. Adaptive layout.
- Support for multiple
 - Business Scenarios (online/in-store)
 - Time zones
 - Languages
 - Currencies
 - Hardware (any POS printer)



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Innovations: Flexible and Customisable

Target Audience

- Hospitality businesses: restaurants, takeaways, caterers, hotels, airports, etc
- Web & Mobile Designers/Developers
- Online Ordering Portals
- Large Corporates
- Bespoke Solutions
- Works in any country (except China where integration with Baidu Maps, WeChat and Alipay are needed)

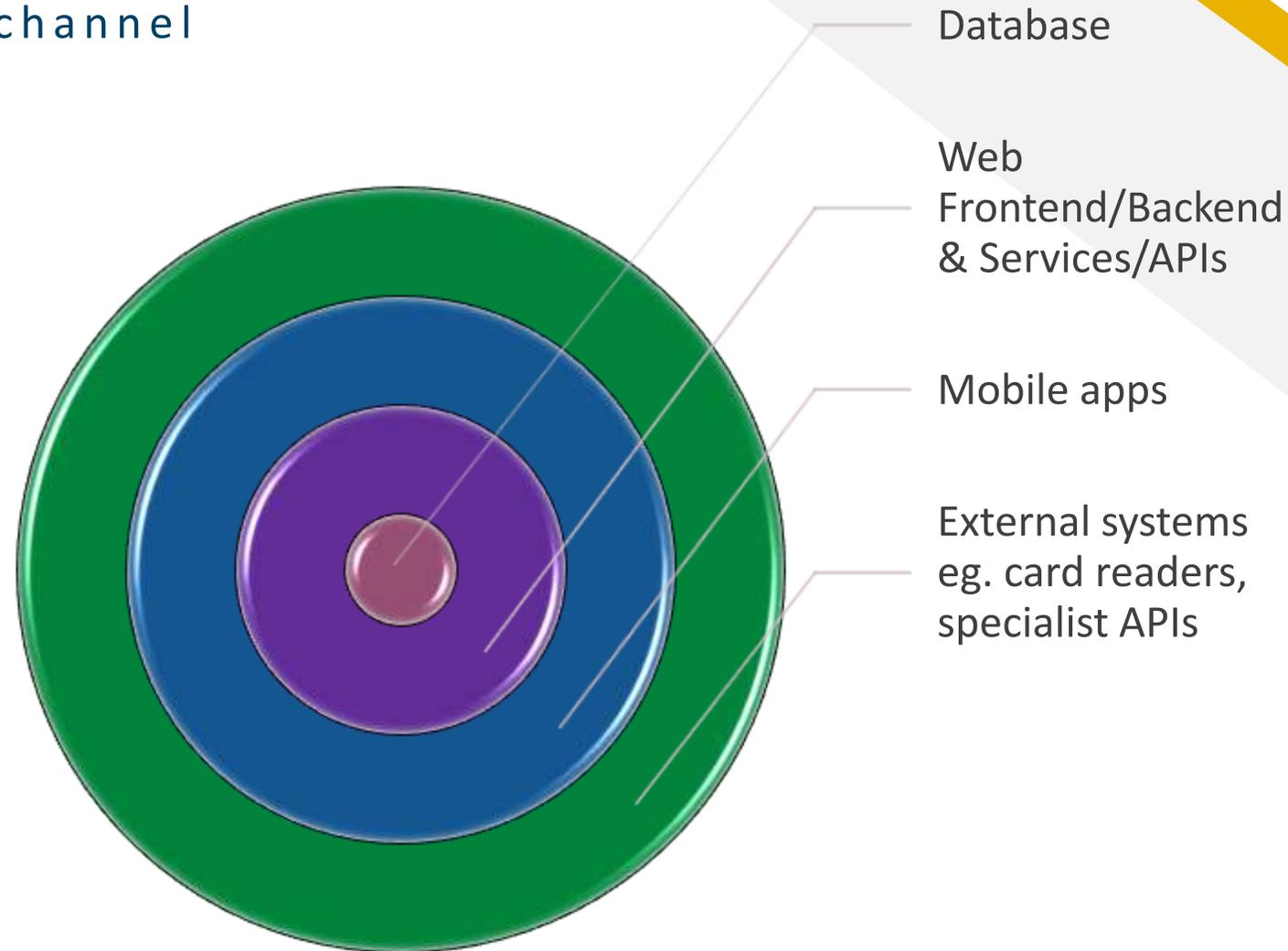
Special Features

- In-Store Ordering (self-service or waiter-led) & Corporate / Internal meal ordering for staff/facilities
- Multi-location/receipt/language printing (Epson) eg. English at reception, Chinese in kitchen)
- Config/Driver/Computer-less printing
- Use with ANY existing 80mm POS printer

System Architecture

Omnichannel / Centralised / Multichannel

- 100% Web Based at the core
 - Facebook mobile app is similar. See <https://touch.facebook.com>
- Core features and functions are centralised, yet leave space for more function layers to be added.
 - Mobile app
 - Self service ordering kiosk application
 - Integration with a physical card reader
 - Application for CallerID detection and telephone ordering



Special Use-Case Scenarios

1. Corporate Market – Internal use
 - Catering/Events
2. Oil rigs – Internal use
 - Weekly PreOrdering of meals from 900 workers with the kitchen receiving a single report.
3. 5-star Resort – Internal use
 - Room service
4. Self-Service Kiosk
5. Telephone Ordering System with CallerID
6. Boiler-parts delivery to engineers in London



Use-Case Scenario Examples

Innovations: Flexible and Customisable

Oil Rig

- Client: Oil Company with approx. 1000 workers on an oil rig working in weekly shifts
- **Existing corporate mobile app** for timesheets
- Added to the existing mobile app and utilised **single sign-on** via the use of Active Directory Federation Services
- Workers pre-order but a **single report reaches the kitchen. Money/Food wastage is minimised.**

Hotel

- **B2C: Self-Service ordering:** Ordering food from your room or a communal area. eg. breakfast room veranda
- **B2B: Selling catering services to other hotels.**
eg. We have a large kitchen so let's cook more breakfast items which smaller hotels nearby can buy from us instead of investing in a kitchen and additional staff.

Business Intelligence & Analytics

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- Centralising the posting of sales data to any 3rd-party systems.

eg. In addition to the applications own Reporting functions, now we can see what sells within Google Analytics Enhanced eCommerce



Marketing Spend and ROI

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- Posting of sales data can also be used with other external applications, including Analytics to measure ROI of Marketing activities.

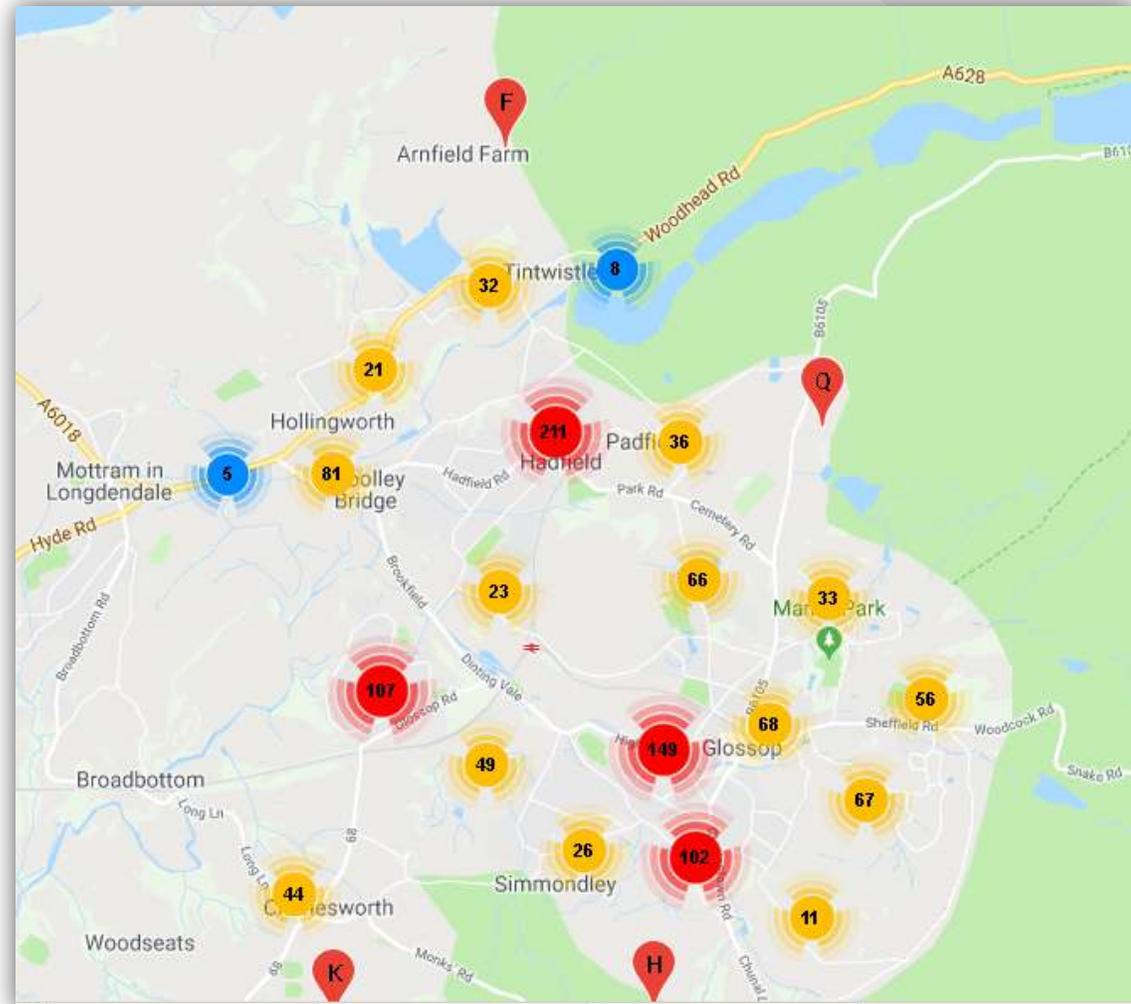
eg. Identify the marketing channels that work in actual \$\$\$!

| <input type="checkbox"/> | Default Channel Grouping | Acquisition | | | Behaviour | | | Conversions E-commerce ▾ | | |
|--------------------------|-----------------------------------|--|--|--|--|--|--|--|--|--|
| | | Users [?] ↓ | New Users [?] | Sessions [?] | Bounce Rate [?] | Pages/Session [?] | Avg. Session Duration [?] | E-commerce Conversion Rate [?] | Transactions [?] | Revenue [?] |
| <input type="checkbox"/> | | 382 % of Total: 100.00% (382) | 351 % of Total: 100.00% (351) | 458 % of Total: 100.00% (458) | 58.30% Avg for View: 58.30% (0.00%) | 3.45 Avg for View: 3.45 (0.00%) | 00:01:27 Avg for View: 00:01:27 (0.00%) | 0.66% Avg for View: 0.66% (0.00%) | 3 % of Total: 100.00% (3) | €137.09 % of Total: 100.00% (€137.09) |
| <input type="checkbox"/> | 1. Organic Search | 275 (71.43%) | 255 (72.65%) | 323 (70.52%) | 59.75% | 3.47 | 00:01:24 | 0.62% | 2 (66.67%) | €80.64 (58.82%) |
| <input type="checkbox"/> | 2. Direct | 89 (23.12%) | 76 (21.65%) | 114 (24.89%) | 56.14% | 3.61 | 00:01:38 | 0.88% | 1 (33.33%) | €56.45 (41.18%) |
| <input type="checkbox"/> | 3. Referral | 13 (3.38%) | 13 (3.70%) | 13 (2.84%) | 53.85% | 1.77 | 00:01:16 | 0.00% | 0 (0.00%) | €0.00 (0.00%) |
| <input type="checkbox"/> | 4. Social | 8 (2.08%) | 7 (1.99%) | 8 (1.75%) | 37.50% | 3.38 | 00:01:20 | 0.00% | 0 (0.00%) | €0.00 (0.00%) |

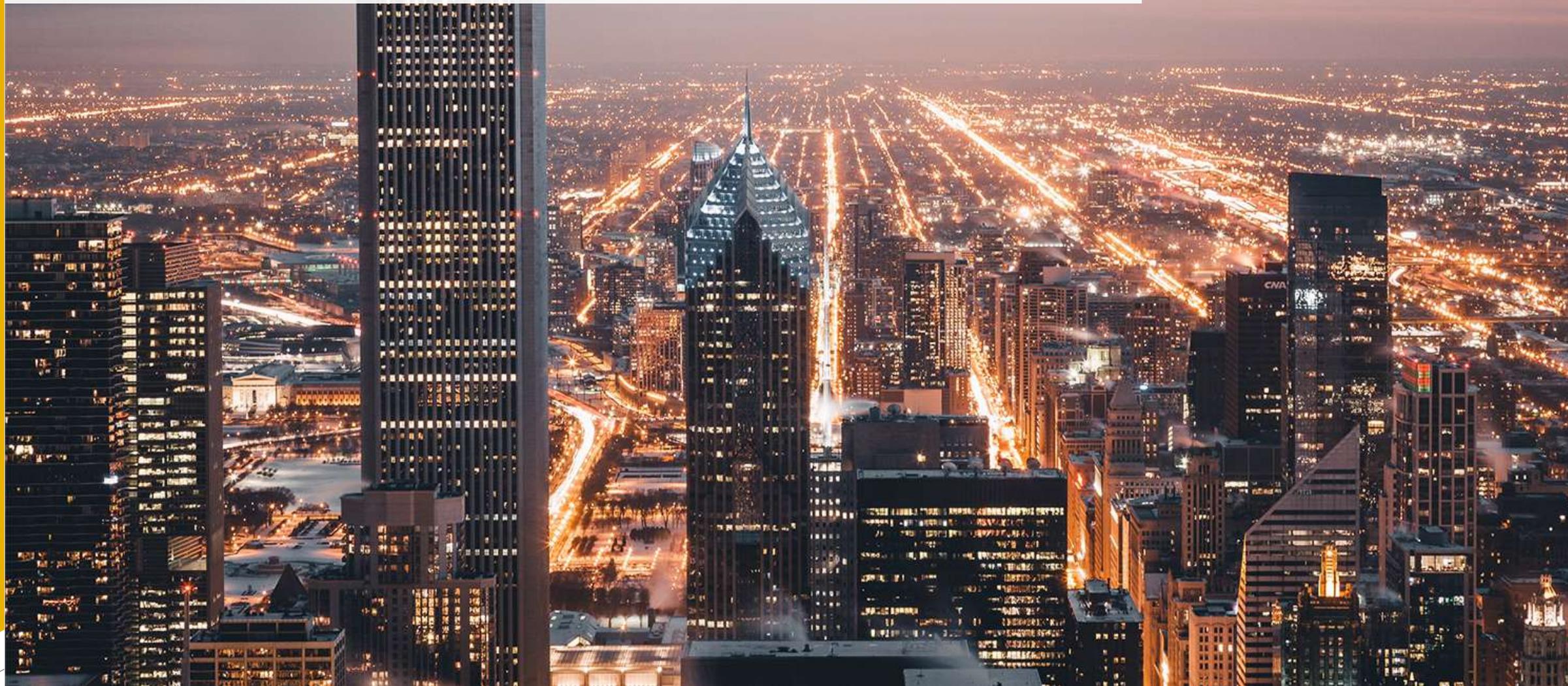
Business Analytics

Using location based services

- Location-based analytics
- Utilising sales data (sometimes derived from customer-device data) to identify trends and patterns.
- Visualise data on a mapping platform such as Google Maps (or Baidu Maps, if in China).
- You can further analyse data using AI and Big Data systems.



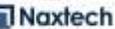
Endless Possibilities...



Endless Possibilities

Examples, using Speakers' companies: A Fast Casual Dining Business

Scenario

-  • Already installed security cameras also identify customer numbers, gender/age.
-  • Queues are predicted. Store manager is SMS/Called automatically and self-service ordering kiosks (tablets) are automatically turned on.
-  • Tablet cameras recognise customer and ordering application shows customised menu, messaging and cross/up-sells, based on past-order history (online and offline).
-   • Sales data are posted to multiple other systems for further analysis and reporting, even data from the printers themselves.

Post-sales Experience - Reviews Analysis

- Customers have ordered either online or in-store and have left reviews across several channels: Own website, Google Maps and Search, Tripadvisor, Yellow pages, Yelp, Just-Eat.
-  • Reviews data is collected and semantically analysed.
-  • Business intelligence and store/issue based reports are automatically generated. Eg. store X has a cleanliness issue in October. Has it been resolved in November? What do customer reviews say?



Thank you.



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