Drive More Revenue for Your Restaurant

How to Get Started with Dine-In Ordering

A playbook by BentoBox

For faster table turns, greater health & safety, happier guests and staff, and more repeat visits.
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Introduction

Dine-In Ordering is an offering by BentoBox that enhances the on-premise guest experience by bringing digital ordering and paperless payment to restaurants. It transforms phones into tools for better hospitality and faster service, without expensive new hardware, operational overhaul costs, or contractual commitments.

**Guests** order and pay for meals upfront, from their seats, on their phone.

**Restaurant operators** manage tables without physical menus or checks.

Digital menus can be accessed by guests using a tabletop QR code, so there’s no need to type out a URL. Incoming orders appear for your staff in a real-time feed within BentoBox, accessible from any device with internet access.

Dine-In Ordering boosts on-premise revenue by completely eliminating any wait time to order and pay. It also strengthens your restaurant’s hospitality by giving guests control when they want it and improves health & safety by reducing required contact between servers and guests.
How Does It Work?

**Party sits down at table**

**Guests scan QR code**

**Guests place order**

**Order goes to kitchen**

- Guests see tabletop sign instructing them to use QR code to view menu & order.
- Menu pulls up on each guest’s phone for them to decide what they want.
- Guests place orders and pay from their phones, as soon as they are ready.
- A staff member transfers the order from BentoBox to POS or the order prints to the kitchen automatically.

What’s Included?

- **Full-service setup** of your digital menu for ordering. All we need is a PDF of your menu!
- **Paperless payment** for all orders, replacing bills, card transfers, and receipts.
- **50 printed tabletop signs**, pre-customized, printed and shipped at no additional charge.
- **A simple dashboard** to monitor your incoming orders in real-time without any setup.
- **A guest database** where you capture guest emails, phone numbers, and order history.
- **Unlimited logins** for any member of staff you want to have access to incoming orders.
- **Access to pickup and delivery** online ordering at no additional cost.

What Should I Expect?

- **Faster table turns** because diners don’t need to wait to order or pay.
- **Lower risk** of COVID-19.
- **More repeat customers** because of the seamless, low-contact dining experience.
- **Increased operational efficiencies** with limited staff.

For any questions, you can email us at support@getbento.com or call us at +1 646-585-5021.
“There’s no faster or easier implementation for this than with BentoBox.”

Kirk Kelewa
Director of Operations, Mercy Me
Checklist for Going Live

After going through the playbook, revisit this page to recap to-do’s before going live.

Operations

☐ Shipment of 50 tabletop signs has arrived on-site.
☐ Table numbers added to tabletop signage.
☐ Order tabletop holders if needed.
☐ Signs placed in holders at each table.

Staff

☐ Staff members are trained on new ordering process
☐ Mock service complete

BentoBox Settings

☐ Dine-in menu complete with items, pictures, pricing

*For the following, log in to BentoBox and go to Online Ordering > Locations > Edit Location*

☐ Location settings customized (*Dine-In Settings*)
☐ Menu hours set (*Hours > Dine-In*)
☐ Closures scheduled in advance (*Closures*)

Communication

☐ Signage added to entrance about contactless dining
☐ Website updated to communicate contactless dining
☐ Reservations platform updated to reflect contactless dining
☐ Google My Business updated to list dine-in
☐ Email sent to database announcing dine-in release date
Getting Set Up

Dine-In Ordering will take orders for you, as soon as each table is ready. It will also collect payment without any wait for a waiter, check, or receipt. But communication is key to your success. Let’s first focus on communicating with your guests, and then your staff.

Placing Your Tabletop Signs

To get started with Dine-In Ordering, you will have received two things from our team:

- **Your dine-in ordering URL**, sent to you by BentoBox
- **Tabletop signs** with your restaurant’s brand and a QR code that goes to your menu. You can purchase holders for these signs here, if you don’t have any on-hand.

If you signed up for Dine-In Ordering and have not received your tabletop signs, please check in with your account manager or email us at support@getbento.com.

Write a table number on each tabletop sign. When your guests place an order from their table, they will be asked what table they are sitting at.

Reviewing Your Menu

The digital version of your dine-in menu will have the following URL: yourdomain.com/dine-in-ordering.

If you’re a multi-location restaurant, signs for each location will link directly to the dine-in menu for that location.

View your URL from a mobile device to review the guest experience. Click into different menu items and make sure the items appear as planned. You can edit item names, prices, pictures, and descriptions by going to **Online Ordering > Manage Menus section > Menus > Edit Menu**.

**Pro Tip**

Use item modifiers to upsell items. For example: you can add your most popular cocktail or wine pairing as a paid modifier with an entree.

**Note**: Your menu will appear as unavailable if you don't have menu hours set up as active for “Dine-In” in Locations > Edit Location > Dine-In. Your menu hours should match your operating hours.
“We love the ability to update our menus in real-time without any printing. Any time we add or edit a menu item or change a price, it reflects automatically.”

Heidi Washam
General Manager, E.Z Tiger
Adding Suggested Tip Amounts

Because your guests will now pay upfront, it’s important that you guide them on how (and what) to tip as they order.

Log in to BentoBox and go to Online Ordering > Locations > Edit Location > Tipping.

Where it says “Accept Tips,” toggle this setting to ON. Then, make sure at least one of your suggested tip amounts is “20” for 20%. You can add new tip amounts or remove tip amounts already listed out. Make sure you save your changes.

Customizing Your Receipt

You can customize the message your guests see on their receipt, explaining how they will receive their food.

Log in to BentoBox and go to Online Ordering > Locations > Edit Location > Dine-In Settings. Add a message that will display on email and text receipts for dine-in customers.

Customizing Any Fees

If you’d like to set up a custom convenience fee across dine-in, pickup, and delivery orders, you can do this by going to Online Ordering > Locations > Edit Location.

Toggle “Additional custom fee” to ON.

You can name your fee and choose whether it’s a percentage, like 5%, or a flat dollar amount.

Note: This fee will also apply to any pickup and delivery orders through BentoBox, so make sure that the fee name is fitting across all fulfillment types. It will show to guests at checkout.

Pro Tip

Want to subsidize your credit card processing fees? Use this easy calculator to plug in your average order. (You also have the option to raise your menu prices in Online Ordering > Items > Edit Item.)
# Determining the Right Workflow and Devices for Your Restaurant

There are three options for getting incoming orders from diners to your kitchen:

<table>
<thead>
<tr>
<th></th>
<th>Benefits</th>
<th>Limitations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>Servers monitor for orders from their tables.</td>
<td>Servers are notified directly of incoming orders.</td>
</tr>
</tbody>
</table>
| **2** | A dedicated expediter monitors incoming orders for all tables (often along with pickup/delivery). | • Centralizes the responsibility to entering orders to the POS.  
• Leverages existing workflow for pickup / delivery. | |
| **3** | **Printer integration** automatically prints incoming orders as thermal tickets. | • Orders are transferred to the kitchen automatically, without a wait time.  
• Tickets include table number and all order details. | • Doesn’t go to POS, but you can use BentoBox or Square/Stripe for sales reporting.  
• Cost to purchase a printer — this can be recouped with increased revenue in one shift. |

## Devices Used

<p>| | |</p>
<table>
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<th></th>
</tr>
</thead>
</table>
| **1** | **2** | Tablet or laptop next to one or each POS.*  
*(If tablet, settings should be adjusted so the screen is set to stay on — i.e. Auto-Lock OFF)*  
*You can use any existing device with internet access. If you want a low-cost new tablet, you can buy one for <300.* | Printer.  
No phone, tablet, or laptop needed to monitor orders. |

*Bentobox*
Training for Servers on the Floor

It’s important that you position Dine-In Ordering properly to your servers. This is a tool to help them work faster to serve more tables, increasing their total tips per shift.

Below are server misconceptions your staff may have, and how to respond to them.

**Server Misconception:** “This is taking my job away from me.”

**Reality:** *This is a helping hand, not a replacement.*

Dine-In Ordering gives you time back to check on guest sentiment and become the connoisseur of your menu.

Guests, for their part, are empowered to order and pay without a wait, as soon as they have intent. It’s a win-win. It also improves health and safety, reduces conversation in face masks, and automates contact tracing by collecting contact information for each party automatically.

**Server Misconception:** “This is going to impact my tips.”

**Reality:** *Every order suggests a 20% tip amount.*

Every table will still be adding a tip for each meal, just at a different time of dining: right upfront when they order.

Let your servers know about any new policies you have for pooling tips. You can export daily order sales by going to Online Ordering > All Orders > filter to “Dine-In” as fulfillment type and then choose to Export at the order level.

**Server Misconception:** “Technology ruins the guest experience.”

**Reality:** *Dine-In Ordering complements the guest experience.*

Dine-In Ordering is meant to enhance the guest experience, not replace servers. Your servers can still drop by to say hello, telling diners how to view the menu and order. They can also advise on menu recommendations, becoming the sommeliers of each meal for their tables.
“With Dine-In Ordering, our guests love the control to leave as soon as they’re ready, because they already paid the bill. They don’t need to wait on server availability at the end of their meal.”

Heidi Washam
General Manager, E.Z Tiger
Steps of Service

Dine-in Ordering cultivates an environment of service where interactions are deliberate and meaningful between your staff and guests. Below are some tips we recommend to set correct expectations with guests as you get started.

Adjust Your Seating Inventory

You may also want to update your table turn time to be shorter, implementing a formal policy where each party has 1 to 1.5 hours maximum. Make sure you contact your reservations provider or log in to your platform directly to reflect your updated floor plan and seating inventory.

Greeting the Guest

Whether you’re only doing reservations or first come, first serve on the patio -- the first interaction with the guest as they enter your establishment is a great time to set expectations about how to use the dine-in product. We recommend signage at the front of your restaurant, as well as a personal welcome from a hostess or server to let guests know to:

- Scan the QR code with a cell phone camera
- Enter their table number from their tabletop sign at checkout
- Easily order additional items once they are ready, bypassing the initial $0.99 fee
- Flag down the server if they have any additional questions

The Role of Servers

Dine-in Ordering will reduce the number of touches that each table requires, but servers should still keep an eye out in case a table needs their attention.

Note: If your restaurant typically courses out your meals, servers should be trained on monitoring incoming orders and coursing them out accordingly.

Have your host or server suggest adding drinks and apps at the same time. Each party can order together if paying together, or diners can order separately if paying separately.

Welcome Back!

- First come first serve
- No more than 5 people per table
- Use your phone to scan QR code menus
- Masks must be worn if you leave your table
Managing Orders in BentoBox

Within BentoBox, there are two actions for every order.

DINE-IN ORDERS

When **Start Order** is pressed, the order is marked with a green “Started” tag.

When **Close Order** is pressed, the order disappears from the Dine-In feed. It can still be accessed later from the Order History tab.

Here are a few options for how your restaurant can mark these updates:

<table>
<thead>
<tr>
<th></th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mark Start &amp; Close upfront as order is entered into POS</strong></td>
<td>This is the simplest way to manage orders.</td>
<td>There’s no way to see in BentoBox whether the order has been started or dropped to the table.</td>
</tr>
<tr>
<td><strong>Close order when dropped to table</strong></td>
<td>It's easy to tell in BentoBox the status of the order.</td>
<td>One extra step for each order in BentoBox.</td>
</tr>
</tbody>
</table>
FAQs for Guests

One of the misconceptions of Dine-In Ordering is that guests don’t want to order and pay on their own. The reality is that they do.

Here’s why:

• It’s faster and safer.
• It removes the need to wait for a server.
• It puts the guest in control of ordering and paying.
• It reduces order mistakes by streamlining the line of communication to your kitchen.

Here are specific questions you may receive from guests, and how to answer them:

How do I use the QR code?

Open your camera app on your phone and hold your camera over the code as though you were going to take a picture. Your camera will detect the code automatically (no need to take an actual picture) and surface a notification at the top of the screen. If you tap the notification, you will be taken to the dine-in ordering menu where you can place your order and pay.

What if I want to add to my order later?

You can easily do this from the same phone. Instead of waiting for a server, add a follow-up on your own through the reorder link from your initial order receipt or by rescanning the QR code. You will not be charged an additional $0.99 service fee when you re-order.

Why is this new system being used?

Contactless ordering helps us to reduce our COVID-19 risk on behalf of guests and staff. It also helps us to operate more efficiently given reduced seating capacity and staffing.

Why do I have to pay before I receive my meal?

This removes the need to wait for a server at the end of your meal and allows us to go contactless, eliminating the need for a physical bill book or credit card handling.

What if I want to add an additional tip at the end of my meal?

You can always add an additional tip in cash at the end of your meal.
Marketing

Once you move to contactless dining, share the word with your guests.

Email

Send an email to your database! Make sure you include any contacts from BentoBox. Go to Guests > Database > Export to capture a list of email addresses. Use these email templates as a starting point.

Subject: We're moving to digital, tableside ordering

Come Drop By

Dear loyal guests,

We are thrilled to announce we will be moving to contactless ordering and paperless payment starting [date]. Here's why:

- **Less contact** required with servers
- **Order and pay without a wait**
- **Get your food faster**
- **Easy contact tracing** for every party

You order as soon as you're ready, without any wait — right from your phone. It's fast. Safe. Simple. We can't wait to show you!

Learn More

Click [here](#) to easily copy/paste these templates.
Your Website

Add a homepage alert notifying your guests that you have on-premise service. If you have a BentoBox website, log in and go to Pages > Homepage > Edit > Alerts. You can toggle ON an overlay alert, a header alert, or both.

Your Reservations Platform

Add a note to your reservations page letting guests know about your new contactless ordering as well as any updated requirements you have for seating (i.e. max 1-1.5 hour seat-time).

Social Media

Tell your guests about your new ordering process! You can also use this as an opportunity to set expectations for mask wearing and table times. Post on Instagram and Facebook and share a story showing how your new ordering will work. Get creative!

Google

Post an update on your Google My Business profile.

First, make sure it’s clear that you are open for dine-in. Log in to Google My Business and go to Info > Edit Highlights > Service Options.

Then, go to Home > Create Post. Add language that says that you’re reopening with contactless ordering and payment, when you’ll reopen, and if/how people can reserve seats in advance.

Signage at Your Entrance

It’s always helpful to reinforce to guests how they will be ordering their meals. Consider adding new messaging to your entrance to greet guests. You can use a chalkboard, print posters, or order floor stickers of QR code signage.

Check out our lookbook for tabletop signs and other QR-code ideas.
How to Get Started with Dine-In Ordering

1. Log in to BentoBox.
2. Go to Online Orders > All Orders.
3. Filter to Fulfillment = Dine-In.
4. Choose your date range.
5. Press Export. Select to export at an order level.

Once you export, open your spreadsheet and you can sum up the column with order totals.

Reporting

It’s easy to report on daily sales for Dine-In orders in BentoBox.

<table>
<thead>
<tr>
<th>ORDER ID</th>
<th>CUSTOMER NAME</th>
<th>ORDER TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2039134</td>
<td>Robin N.</td>
<td>$36.97</td>
</tr>
<tr>
<td>2076183</td>
<td>Christina Z.</td>
<td>$21.75</td>
</tr>
<tr>
<td>2112034</td>
<td>Tyler G.</td>
<td>$42.44</td>
</tr>
</tbody>
</table>

SHOW MORE
Congrats!

You’ve finished the playbook. By now you should feel more confident with getting your guests and your staff using contactless ordering and payment.

Where to go for more information

- Read more about Dine-In Ordering in our Help Center.
- If you’re an existing customer with an immediate need, send us your request here.
- If you don’t yet use BentoBox, sign up to get started.

Don’t use Dine-In Ordering?

Here’s our pricing breakdown:

<table>
<thead>
<tr>
<th>Plan</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Free</strong></td>
<td>For customers who already use BentoBox for pickup and delivery ordering</td>
</tr>
<tr>
<td><strong>$39/mo</strong></td>
<td>With a BentoBox website</td>
</tr>
<tr>
<td><strong>$79/mo</strong></td>
<td>Without a BentoBox website</td>
</tr>
<tr>
<td></td>
<td>* For first location and then $39/month for additional locations</td>
</tr>
</tbody>
</table>

$0.99 convenience fee paid by the diner at checkout. Waived for any follow-up orders from the same device.

Remember:

- If you’re dealing with reduced seating capacity and fewer staff, this tool is for you.
- Going digital means replacing paper, reducing contact, and eliminating wait times.
- Dine-In Ordering complements your service staff. You can still greet parties at the table, make recommendations, and check on guest sentiment.
- Once acquainted with the tool, servers find it helps them be more effective at their job.
- This is a tool that guests want today. Diners crave immediacy and wait times cause impatience. They enjoy the ability to easily order (and add follow-up add-ons) as soon as they know what they want, as well as paying without having to flag anyone down.