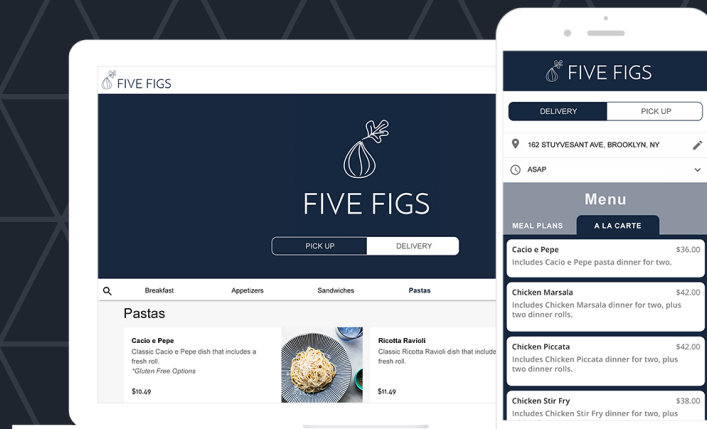


# SEVENROOMS

## DIRECT DELIVERY



**Gain new customers, engage old ones, and drive revenue from those who can't make it into your restaurant.**

### KEY BENEFITS



#### INCREASE ONLINE ORDER PROFITABILITY

Don't pay third-party delivery fees for customers who are already looking for you. Drive traffic from your website, email and social media channels to your Direct Delivery online menu to avoid third party fees. Owning your direct channels means your guests don't have to download another app and you get the flexibility to determine how food is merchandised and delivered.



#### DRIVE REPEAT ORDERS AND REVENUE

Own every guest relationship from your direct booking or delivery channels to get a better view of your guests relationship with your brand. Automatically capture guest data and item-level order history to leverage in ready-built, automated emails campaigns that drive loyalty for you.



#### MAXIMIZE EXPOSURE ON 3RD-PARTY CHANNELS

SevenRooms will never prevent you from working with popular third-party delivery channels that could expose your brand to potential new guests. But, even more so than booking reservations, guests tend to return and order from the same places over-and-over again. With direct delivery, you can take your new guests and turn them into loyal regulars that order directly from you and save you money in the long run.

### HOW IT WORKS



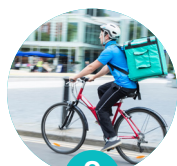
1

Guest orders from your online menu



2

Order gets sent to the restaurant and entered into the POS



3

In-app triggers notify third party couriers



4

Courier picks up and delivers order to your guests



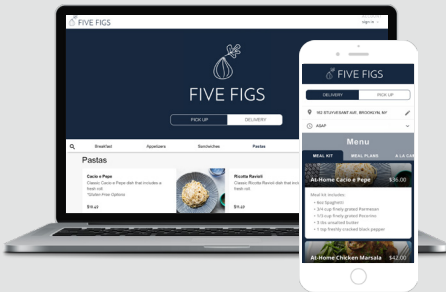
5

Automated marketing campaigns drive loyalty with direct channels



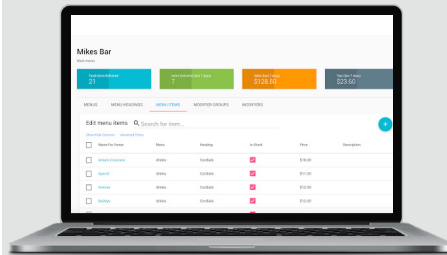
# KEY FEATURES

## BRANDED ONLINE MENU FOR EASY DIRECT ORDERING



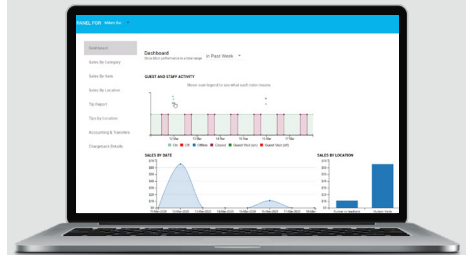
- Mobile responsive design
- Ability to manage multiple menus
- Capture payment upfront

## EASY-TO-USE ADMINISTRATIVE PORTAL



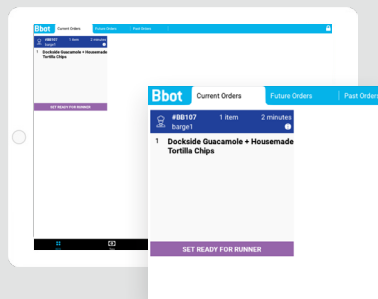
- Create and manage your menu
- Track direct orders and spend
- Issue refunds

## VENUE AND GROUP-LEVEL REPORTING



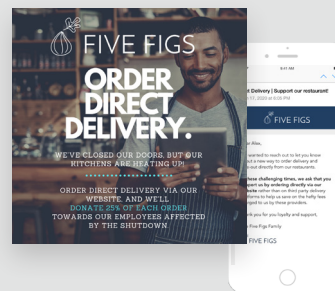
- Activity dashboard
- Track sales by category, item or location
- Tip reporting

## WEB TERMINAL



- Accept incoming orders
- Update order status for guests
- Automated triggers for 3rd party couriers

## MARKETING AUTOMATION TO DRIVE REPEAT ORDERS



- Promotional toolkit and inspo gallery
- Launch email to guest database
- 7X ongoing automated email campaigns

# SEVENROOMS