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Expand your reach and thrive

Attract more customers by offering greater choice and convenience

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Let's sharpen up your competitive edge

In today's intensely competitive marketplace, restaurants must always be on the front foot. There's no room for complacency – or time to tread water. Rival brands will attempt to lure away your customers, online and offline. It's important to keep thinking ahead.

Achieving greater cost control and efficiency is essential. But restaurants also need to be considering new locations, their online presence, food delivery options and promotions.

At the same time, managers need to confident that the business can support growth – in whichever form it takes – without upsetting day-to-day operations. They need systems that reduce complexity, maximise efficiency and provide real-time business insights.

In this guide, we'll analyse **five** challenges and explore practical ways to attract more customers by offering greater choice and convenience.

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1: Launch new locations or service types

Expanding your restaurant's reach and introducing new service types can create exciting opportunities for growth. However, opening new sites, extending your hours or attracting customers through online channels and delivery have the potential to bring disruption. It's crucial to keep your operation running smoothly during times of change and beyond.

Common issues for restaurants

When launching new locations or service types, restaurants often face challenges such as menu updates, operational integration and scalability concerns. These issues can hinder expansion. Amid the changes, managers also need real-time insights so they can clearly understand what's working and what needs changing quickly.

Clear signs of challenges with expansion

Do these issues sound familiar?

- **Menu compatibility concerns:**
  Adding new items, modifying pricing and offering promotions is manually intensive and prone to errors.

- **Scalability challenges:**
  Handling increased orders, customers and transactions without compromising performance becomes a hurdle.

- **Omnichannel issues:**
  Enabling a consistent presence across various channels, including mobile apps and third-party services, is a complex undertaking.

- **Data and analytics gaps:**
  Tracking key performance indicators (KPIs) so you can see the impact of your changes is a manual and time-consuming process.

- **Mobile access limitations:**
  A lack of mobile-friendly management tools and ordering options is holding back efficiency and convenience.
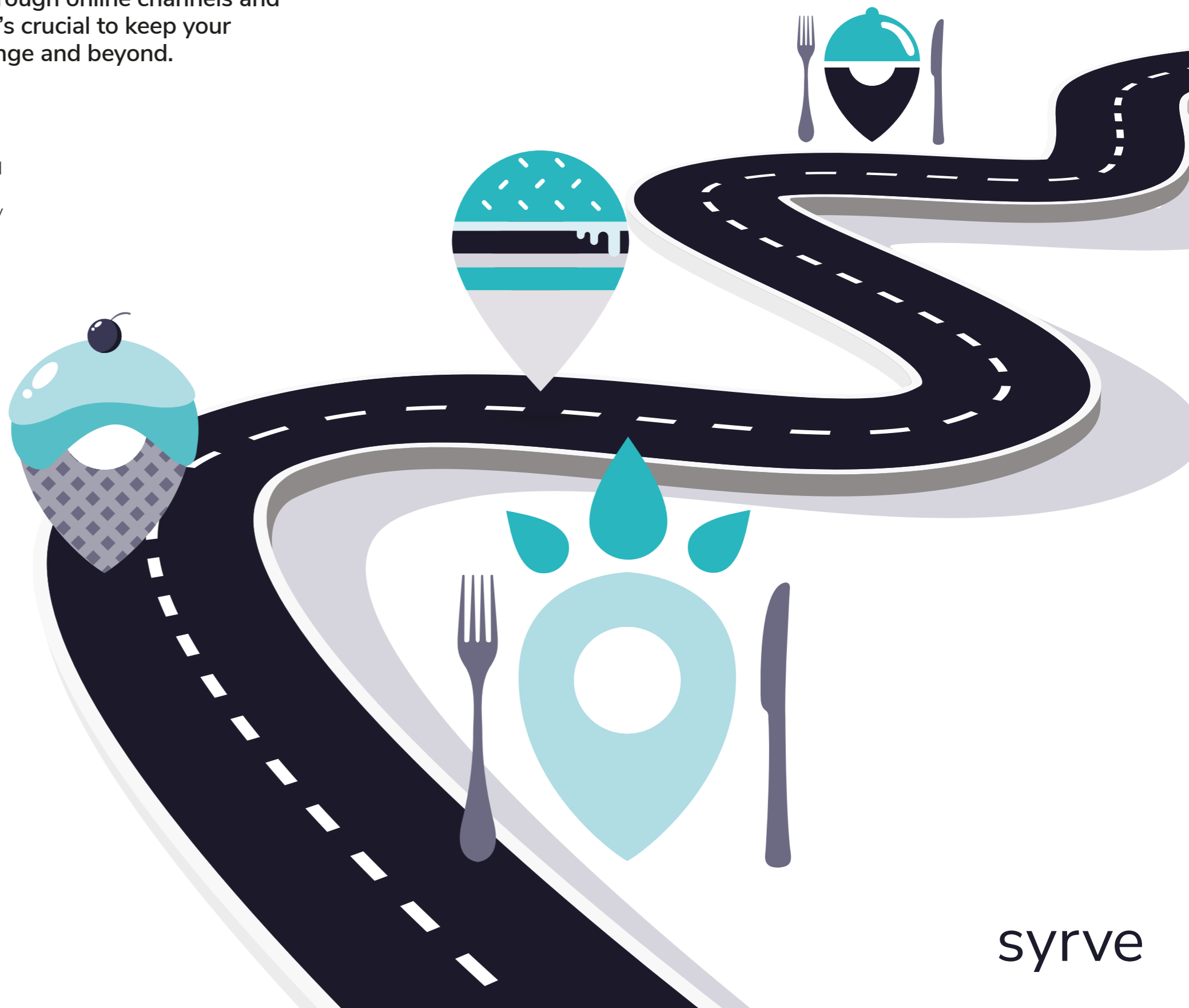
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How to expand seamlessly with Syrve

Syrve's technology offers a suite of solutions designed to overcome the challenges of launching new locations or service types, ensuring a smooth transition and optimal performance.

Streamlined menu updates

Having a range of menu options and prices for different locations or service types can create complexity.

But Syrve ensures quick adaptation to new service types and changing customer needs, streamlining menu updates effortlessly. You can easily add new items, modify pricing and offer promotions without compatibility issues or downtime.

API integration and easier connectivity

Online platforms can come with their own technical requirements – which can prove a headache if you're not prepared.

However, you can seamlessly connect various systems and platforms with Syrve when launching new locations or service types, optimising operations to better meet customer needs and drive revenue growth.

Seamless scalability

Handling more orders, customers and transactions from disparate sources can feel overwhelming, affecting performance and reliability.

Syrve allows you to expand operations and services as demand grows by letting you manage everything in one place, while being able to zoom in on specific areas of your business.

AI-powered predictive analysis

With new modes of business, your restaurant operations could become more complex. There's a risk that managers find more of their time is being spent on trying to plan ahead.

Syrve helps automate tasks and optimise business operations, leveraging AI for enhanced efficiency. You can incorporate artificial intelligence capabilities to make predictions about sales trends and inform analysis on inventory management, prep plans and staff management.

Simpler omnichannel presence

Customers may want to interact with your team via the channels that are most convenient to them.

But this could create a headache for staff who are trying to keep on top of communications.

With Syrve, you can enable an omnichannel presence, allowing customers to interact with your restaurant business through various channels like websites, mobile apps, third-party delivery services and kiosks. Syrve streamlines operations and provides a consistent service level across all platforms, enhancing the customer experience.

Real-time data and analytics for better decisions

It's important to understand how new initiatives are performing – and if tweaks are needed.

With Syrve, you can track KPIs across your entire operation and gain insights into trends in real-time. Syrve helps to optimise operations and services to better meet customer needs and drive revenue growth, empowering data-driven decision-making.

On-the-go management via mobile

Mobile technology offers huge benefits to restaurants and customers in terms of speed, flexibility and convenience.

You can become a more mobile-friendly business with Syrve, allowing staff to manage orders, inventory and operations on-the-go. Additionally, customers can place orders and track deliveries or pickups from their mobile devices, providing a more seamless and convenient experience.

The bottom line

Expanding your reach and offering convenient options doesn't have to be complicated. With Syrve, adaptability becomes a strength, ensuring you have an agile and efficient restaurant operation performing at the top of its game.

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2: Create a strong online presence

Cultivating and evolving a robust online presence isn't just about adapting to a trend or accommodating an add-on to your business; it's a necessity for today's customers who value speed and convenience.

Forward-thinking restaurants will do more than the bare minimum. They'll want to enable better experiences than their competitors. Embracing this mindset is about meeting customers' expectations and ensuring continual growth.

Common issues for restaurants

When restaurants go online, they often encounter challenges around maintaining a website, updating menus on the Internet, managing everything in one place, making things personalised and using data to make decisions. If these areas aren't handled properly, the restaurant might miss out on the advantages of having a strong online presence.

Clear signs of challenges with an online presence

Do these issues sound familiar?

- **Low online visibility:**
  You're struggling to reach a wider audience and attract new customers due to a lack of online exposure.

- **Minimal customer engagement:**
  There's limited interaction online with customers and few reviews.

- **Ineffective digital marketing:**
  It's difficult to promote your business and offers online, leading to missed opportunities.

- **Absence of convenient options:**
  It's not easy for customers to choose online ordering, delivery or make reservations.

- **Competitive disadvantage:**
  There's a risk you're losing business to competitors with a strong online presence.

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Create a strong online presence

Syrve's technology addresses key challenges for restaurants, offering tailored solutions to ensure a seamless transition to a strong online presence.

Sharing your offering on digital channels

Building an accessible online presence is crucial for today's restaurants to stay competitive and meet customer expectations. People want immediate access to your menu and ordering options.

Syrve simplifies this by allowing you to launch and update your digital menu easily. This means customers can easily browse your online menu in-store or place telephone orders. Whether you're looking to create an online ordering system, integrate it into your website and social media, or launch a customised app, Syrve's capabilities empower you to maintain consistent branding and design, ensuring a unified and engaging customer experience.

Multi-location management

Effectively managing multiple locations from a single dashboard is crucial when establishing and maintaining a robust online presence.

With Syrve, you can ensure all your locations follow consistent branding guidelines and deliver a uniform customer experience. Syrve can help, whether you're centralising order taking, optimising delivery routes, customising menus for each location, setting different prices, offering location-specific promotions or providing multilingual options. Our multi-location system support streamlines operations, promoting efficiency and maintaining a cohesive brand identity across your restaurants.

Customisable, dynamic menus

Ensuring a dynamic and error-free menu is essential for a seamless customer experience.

Syrve allows for real-time updates based on factors like inventory levels, time of day, and location, reducing order cancellations due to out-of-stock items. You've got the ability to modify items, create, update, and categorise menus, display nutritional information and automate pricing updates. Syrve empowers you to provide accurate and transparent menu information, enhancing customer satisfaction, loyalty and operational efficiency.

Integrating channels for streamlined orders

Efficiently handling orders across various channels is essential for sustainable online growth.

Syrve's integration ensures the automated, seamless and affordable management of diverse order types. With a unified production pipeline, comprehensive insights into each channel and simplified integration through Syrve's Open API, you can achieve transparency, maximise efficiency and strategically grow your online presence while eliminating technical barriers and delays.

Unified production and delivery

Streamlined order processing is crucial for restaurants who are serving customers via different ordering channels.

Syrve ensures your Kitchen Display System (KDS) operates within the same POS application, managing orders from entry to production and delivery. This eliminates the need for manual transfers between terminals, providing full production control and real-time order status updates and special requests. With Syrve, you can also track ingredient availability and set reorder thresholds, ensuring that menu items are displayed only when ingredients are in stock.

Simplified pickup management

Customers collecting orders want to be on their way as fast as possible.

With Syrve's centralised dashboard, you can view, update and mark orders as complete when they've been picked up. This centralised system streamlines operations, providing real-time order status updates to customers and even enabling curb-side pickup notifications for a more convenient and seamless service.

Effective promotions and marketing

Building a loyal customer base requires positive online interactions, promotions and timely updates.

Syrve empowers your restaurant to provide customers with more convenient ways to engage, including online ordering and real-time updates on promotions, menu items and events. By collecting valuable data like email addresses and order history, Syrve allows you to create personalised promotions and loyalty rewards.

Additionally, our platform enables real-time engagement on social media, responding to enquiries and reviews. You can also offer discounts, gifts, combos and birthday offers. With customisable terms for promotions and discounts, you can efficiently manage and update content, fostering deeper connections and rewarding loyalty.

Reporting and analytics for better decisions

Unlocking valuable insights into customer demographics, popular menu items and peak ordering times is crucial for decisions about how to optimise your business.

Syrve's reporting and analytics features provide a comprehensive view of key metrics and also allow you to obtain valuable insights into your operations. With the ability to monitor customer demographics, popular menu items, and sales data, you can optimise menus and marketing strategies, ultimately enhancing sales and profitability. The single-dashboard view of location data further streamlines the monitoring process, enabling easy comparison and analysis if you have multiple sites.

The bottom line

Syrve streamlines online operations, enhances convenience and elevates your restaurant's performance at a time when customer expectations are rising.

3: Launch food delivery - yourself or via partners

Some restaurant brands rely on online partners to deliver food direct to customers. But it's also possible to manage your own drivers and handle things in-house. You can provide a personalised, high-quality service – and watch your business grow without giving up a significant share of your revenue to a third party. Having the right management tools is essential.

With Syrve, you've got a system that supports your delivery ambitions, whichever route you take – in-house or via partners.

Common issues for restaurants

Launching a food delivery service comes with issues such as managing drivers, integrating with third-party services, optimising routes and ensuring transparent operations. Overcoming these challenges is crucial if you want a successful food delivery service as part of your operation.

Recognising the challenges with delivery

Without the right tools, restaurants may run into problems such as these:

- **Inefficient driver management:**
  Lack of real-time visibility into driver locations and the status of orders, creating delivery delays.

- **Manual handling of third-party platforms:**
  Cumbersome re-keying of receipts and menu synchronisation between the POS system and third-party delivery platforms.

- **Poor focus on delivery areas:**
  Difficulty in defining delivery zones, setting minimum order amounts, and ensuring timely and cost-effective deliveries within specified areas.

- **Limited order tracking:**
  Customers are unable to track their orders, including real-time driver locations and estimated arrival times.

- **Complex delivery routing:**
  Challenges in optimising delivery routes based on preparation and delivery times.

- **Integration gaps:**
  Communication barriers between telephone systems and the POS, leading to errors and inaccuracies in order capture and processing.

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Expand your business successfully with food delivery

Syrve's advanced features seamlessly integrate and optimise food delivery within your operations – whether you deliver the food yourself or rely on a third party.

Teaming up with a third party

If you're relying on a third-party platform to make your deliveries, then it's important to seamlessly sync online ordering data from their systems directly onto your own.

With Syrve, you can enable API integration for a smooth order delivery and tracking experience with services like Deliveroo, UberEats and JustEat. This ensures a hassle-free process, eliminating the need for manual entry and allows for easy synchronisation and adjustment of your menu between your POS and delivery platforms.

Streamlining orders – from your own channels and third parties

Life can get complicated if you're taking orders from multiple channels – such as your own website, app, or by phone, and perhaps from third-party platforms too.

With Syrve, you can consolidate orders from multiple delivery services into a single, easy-to-manage interface. Syrve enables you to efficiently manage all orders in one unified platform, reducing errors and ensuring timely deliveries.

You can also integrate your telephony system with Syrve's POS to streamline order-taking processes. Simply log customer orders directly into the system, identify customers by phone number and capture data accurately.

Taking full control – by managing everything in-house

Running your own delivery operation can seem like a risky option. But it's possible to optimise the entire process and make your own delivery service far better than those of competitors.

With Syrve, you can manage everything in real-time and have full visibility of what's happening, from the restaurant to the doorstep. Provide your drivers with an intuitive app for instant notifications, plan routes using Google Maps and rely on a seamless reporting system.

Here's how it works:

- **Delivery areas and minimum orders:**
  Precisely define delivery areas and set minimum order amounts for each zone to ensure every delivery is profitable.

- **Optimised delivery routes:**
  Ensure food is delivered on time. Syrve helps you to plot routes and has a user-friendly app to guide drivers to each customer.

- **Tracking orders in real-time:**
  Offer a superior service. Allow your customers to track the status of their delivery, including the driver's location and estimated time of arrival.

- **Predict any delays and adjust in real-time:**
  Syrve's tool estimates order delivery times based on kitchen workload, driver availability and traffic – so your staff and customers have a realistic idea of delivery times.

The bottom line

Start delivering food with Syrve. You'll grow your business, reach more customers and gain a competitive edge.

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4: Attract more customers with promotions

Launching successful promotions can create a buzz, attract new customers and drive profitability. Special offers could include meal combos, discounts at specific times, or targeted deals for groups of customers. But you need the right data, tools and real-time insights to ensure promotions have their desired effect.

Common issues for restaurants

The ability to offer imaginative discounts and promotions can boost your business. Customers are always looking for a good deal. But great ideas are not enough. Promotions need to be easy to deliver and track.

Clear signs of challenges with promotions

Do these issues sound familiar?

- **Lack of promotion strategy:**
  You lack the data, rules and strategies to deliver effective promotions based on factors such as customer demand, seasonality and time of day.

- **Hit-and-miss campaigns:**
  You struggle to design and distribute promotions across your locations, so you're unsure of their success.

- **Gaps in staff engagement:**
  It's difficult getting staff to always remember to offer promotions during order-taking, resulting in missed chances to elevate sales.

- **Admin headaches:**
  Organising, running, adapting and ending promotions is a time-consuming business – with a risk that errors creep in.

- **Inability to track promotions:**
  If you launch special offers, it's difficult to analyse their performance and value.

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Rolling out promotions

With Syrve, you can create and manage different promotions, including percentage or specific amount discounts, buy-one-get-one-free offers, and loyalty programmes.

Our versatile tools allow you to manage discounts and promotions more simply and easily, optimising sales and profitability. You can deliver exciting promotions successfully, make real-time adjustments and monitor your overall financial performance.

Deliver your promotions across multiple outlets

Crafting effective promotions must begin with strategic design and seamless distribution.

Syrve's promotion management capabilities allow you to effortlessly create and distribute promotions to all your locations. You can design enticing offers and prompt staff automatically to offer them to customers during order-taking, ensuring maximum visibility and engagement.

Get staff engaged – automatically

Restaurants can struggle to get every staff member up to speed with new offers. It takes time and effort – and you may miss some team members who are on different shifts.

Syrve streamlines the process, automating staff prompts to offer promotions during order-taking. This ensures every opportunity is seized to enhance the customer experience and maximise sales.

Flexible menu pricing

In the fast-paced restaurant industry, adaptability is key. If locations experience quiet days of the week, then being able to change prices on-demand can be a powerful tool in your armoury.

Syrve's menu pricing features enable you to effortlessly adjust meal and combo item pricing in just a few clicks. Additionally, you can automatically change prices and availability based on rules you set, allowing offers to take effect during specific timeframes. This flexibility ensures your pricing strategy aligns with different sales opportunities throughout the day, boosting revenue.

Personalised promotions

What if your promotions could hit the 'sweet spot' with every group of customers?

Syrve empowers you to tailor promotions to individual customer preferences and order history. You can create personalised promotions that resonate with specific customer segments, driving up sales and loyalty.

Build customer loyalty using incentives

In addition to setting up discounts and promotions, incentivising customers to try new menu items or visit your establishment more frequently is a powerful strategy.

Syrve enables you to build customer loyalty by rewarding repeat business and encouraging customers to refer their friends and family. This approach not only enhances the overall dining experience but also contributes to increased sales and profitability.

Ensuring your promotions succeed

It's important to stay ahead in the competitive landscape by tailoring your offerings to meet customer expectations.

With Syrve, you can track customer behaviour and view order frequency and value. Syrve's insights allow you to adjust pricing and promotional strategies, ensuring they are always aligned with changing customer demand to maximise profits and capitalise on trends.

The bottom line

Improving your promotion strategy is not just about boosting sales; it's about creating dynamic, engaging offers that resonate with your customers. Syrve's intuitive technology ensures your promotions capture attention, driving customer satisfaction and greater profitability.

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5: Open new locations successfully

Every time a new restaurant opens, it's essential for teams to hit the ground running. Successful promotions can create a successful launch that attracts new customers. But then it's about your new location getting into the groove and delivering value to your business in a sustainable way.

Common issues for restaurants

After the initial buzz around a launch has subsided, new restaurants need to find their place in your restaurant set-up – rather than go off-track and exhibit maverick tendencies.

Efficient communication between headquarters (HQ) and a new restaurant location is crucial for optimising productivity and ensuring seamless dining experiences. Identifying common challenges and addressing communication issues is key to delivering greater company-wide efficiency.

Clear signs of challenges with launching new locations

Do these issues sound familiar?

- **Outdated information:**
  Menu changes, promotions and other important decisions made at HQ fail to filter through to a new restaurant.

- **Operational inconsistencies:**
  Staff at a new outlet don't always get to hear about updates to the company's standardised procedures – so fail to follow them.

- **Corporate information gaps:**
  When important decisions are made at the company level, there's no easy way for executives at HQ to be sure that everyone at every restaurant gets the message right away.

- **Poor morale:**
  There's an 'us and them' attitude that develops. Staff sometimes at a new location feel they work in isolation and their efforts aren't appreciated by the wider business.

WELCOME WE ARE OPEN COME ON IN!

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How to open new locations successfully with Syrve

Syrve's technology introduces advanced tools to enhance communication between HQ and restaurant locations, boosting overall productivity.

Central platform: Real-time updates for everyone

Relying on company memos or people remembering to share news doesn't work in the restaurant space. There needs to be one version of the truth – shared clearly and efficiently.

Syrve's central platform acts as the communication hub between HQ and restaurant locations, reducing the need for phone calls, emails, or text messages – as well as manual configurations and updates. Important news, such as menu changes, promotions, or operational adjustments, can be communicated in real-time, ensuring all staff members are on the same page. This central platform streamlines communication.

Data sharing: Quick access to KPIs

How does the performance of your new restaurant compare to your existing locations? Restaurant business leaders need this information at their fingertips.

Syrve's data-sharing capabilities enable HQ to easily access key performance indicators (KPIs) for each restaurant location in real-time. By automatically collecting and analysing data, HQ can identify areas for improvement and optimise operations across all locations. This data-driven approach enhances decision-making, leading to increased efficiency and performance.

Procedures: Standardised operations for consistency

It's essential that changes to company standards, best practice, and working practices are followed precisely.

Syrve's technology allows HQ to provide standardised procedures – and share them easily across all restaurants' This ensures each outlet operates in the same way, making it easier for HQ to train new staff members and maintain operational standards.

The bottom line: Elevating restaurant efficiency

Good communications between HQ and new restaurant locations are vital for a brand's focus, agility and performance. Syrve's tools help to keep everyone connected and working towards the same company goals.

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Expand your reach and thrive with Syrve

With Syrve, you can attract more customers by offering well-crafted deals, greater choice and convenience. Ensure you have an agile and efficient restaurant performing at the top of its game – online and offline, at existing locations and at newly-launched ones.

Using our solutions, you'll be able to expand more easily and provide unparalleled convenience to your customers. We've covered the details that make a difference in the day-to-day running of a busy operation. As a result, growth is sustainable – and you can check your performance in real-time.

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Discover more

Give your team the tools they need with Syrve. Keep pace with the high expectations of today's customers.

The ability to expand your reach is just one advantage of our solution, which covers the full extent of restaurant operations.

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