



A RESTAURATEUR'S GUIDE TO

UPSELLING USING YOUR ONLINE ORDERING PLATFORM

01

Crack the upselling code to drive higher average tickets sizes and boost your profits

According to Forrester research “product recommendations are responsible for 10 to 30% of an e-commerce’s sites revenues.” Your restaurant’s online ordering platform IS an e-commerce site, so why aren’t you taking advantage of this untapped opportunity?

A simple method to increasing your average order value and increasing revenues from online ordering is through upselling. And if you’re not upselling to your digital customers, you’re missing out on a LOT of cash.

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Upsells are also **68% more affordable and require less work** than acquiring a new customer through potentially costly marketing tactics.

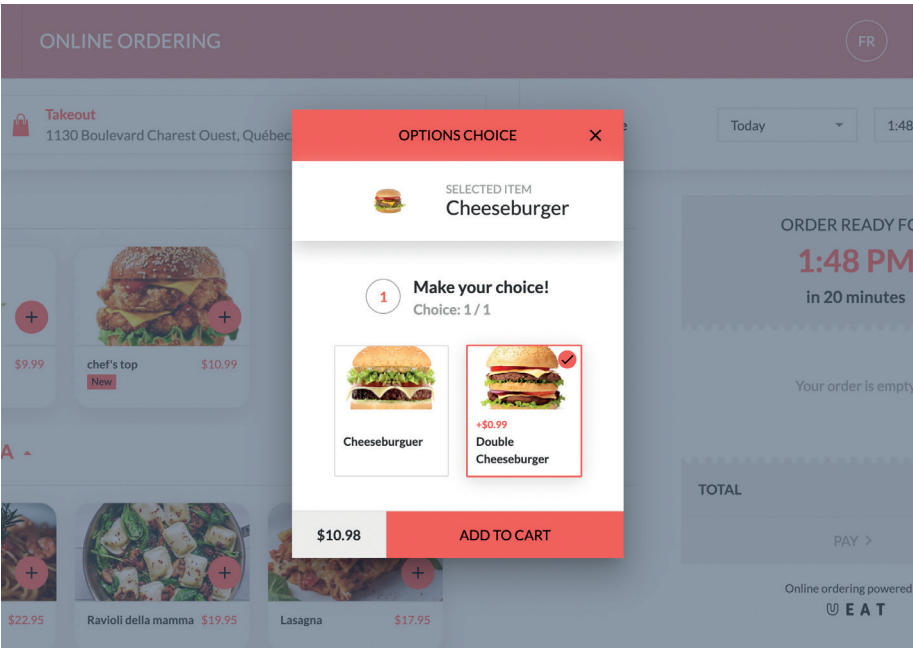
UEAT developed this simple guide so that as a restaurateur, you can better understand how to lay the digital foundations for successful upselling on your online ordering platform as well as specific upselling tactics you deploy to incite customers to buy more.

Let’s get started!

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What is upselling in online ordering?

Upselling in a restaurateur’s online ordering platform are the various techniques to persuade a customer to spend more than originally intended. In other words, you are recommending a higher priced alternative to the menu item they are currently considering. Here is an example.



A study from Predictive Intent shows that displaying a slightly higher priced option in your visitors' immediate view can drive an average of over 4%, which is 20 times more than simply allowing your customers to peruse your menus in the hopes that they will discover and choose the more expensive item.



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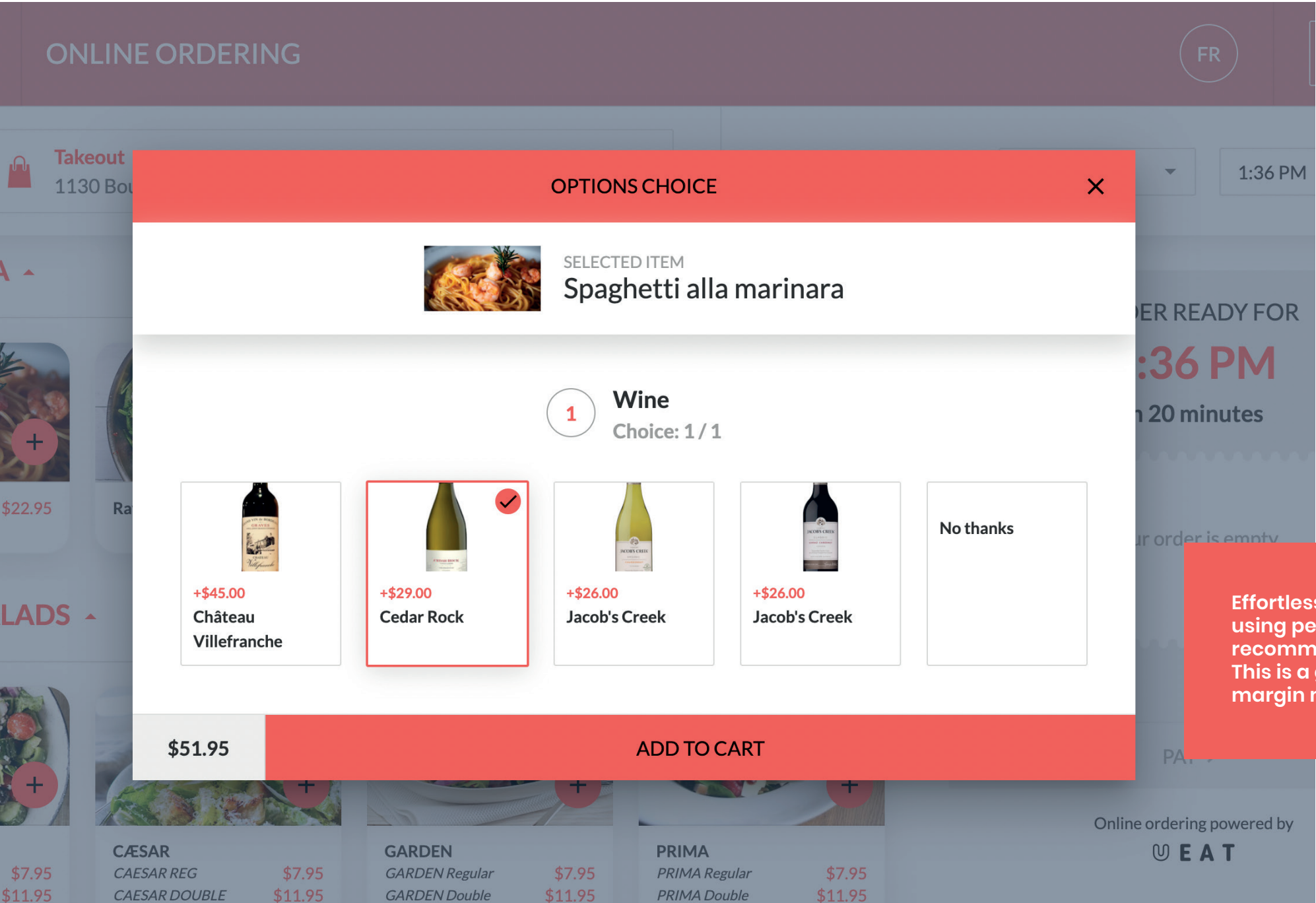
What is the difference between upselling, cross-selling, add-on sales and bundle sales?

Your online ordering platform can be designed for more than “just” upselling. You can choose to cross-sell, or offer add-ons and bundles. The ultimate goal should always be to create an uptick in each average ticket size.

Cross-selling means you incite your online customers to order a product that complements their existing purchase, but from a different category. For example, you may suggest that your customers purchase a bottle of wine with their meal, like in this example (view the side image).

Add-on sales can be extra services your restaurant may offer, such as a bouquet of flowers to accompany your Mother’s Day meal-in-a-box or frozen grocery store products.

Product bundles, on the other hand, are sold with a rebate to elevate the perceived value of buying multiple products at once. A restaurant’s product bundle could be combos and trios, which feature a main dish, side and beverage. [Research from Harvard Business School](#) shows that customers are more likely to buy a bundle when both the bundle and individual products are available.



Effortlessly upsell each online order using personalized and relevant recommendations, as shown here. This is a great way to promote high-margin menu items.

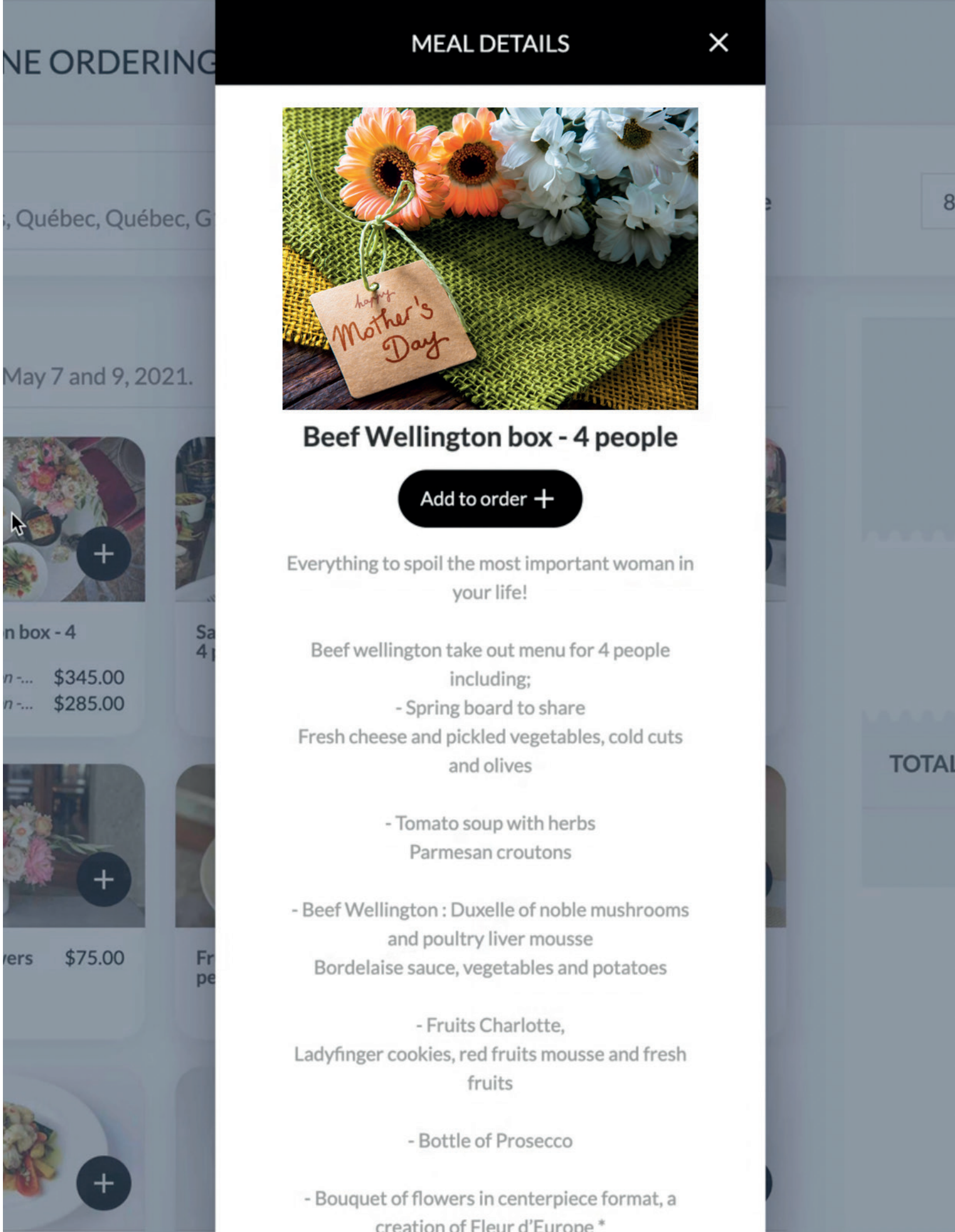
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What should you upsell

Choosing what menu items to upsell, cross-sell, bundle or offer as an add-on should be based on several key factors, including your customer personas, their past purchasing behaviour, your most popular menu items, your high-margins menu items and your inventory levels. Your upselling strategy should also be developed based on seasonality, holidays (Christmas, Valentine’s Day, Mother’s Day, etc.), themes (think: Superbowl), and any other factor that could spark a sale.

Take this upsell example from one of UEAT’s customers that decided to take advantage of Mother’s Day.

Upselling with your online ordering platform is all about looking at the cold, hard data. What are your greatest hits? Any hidden gems? One-hit wonders? Gaining a clear understanding of which menu items are most important for your business will help you curate the right upselling items for your online orders.



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Laying the foundations for upselling on your online ordering platform

Upselling to customers using your restaurant's online ordering platform takes careful planning if you want to succeed. You cannot simply one it and done it. To maximize the likelihood that your customers will be convinced in what you are offering them as an upsell, you have to do some groundwork with your online ordering platform. And it starts by creating the right online ordering experience.

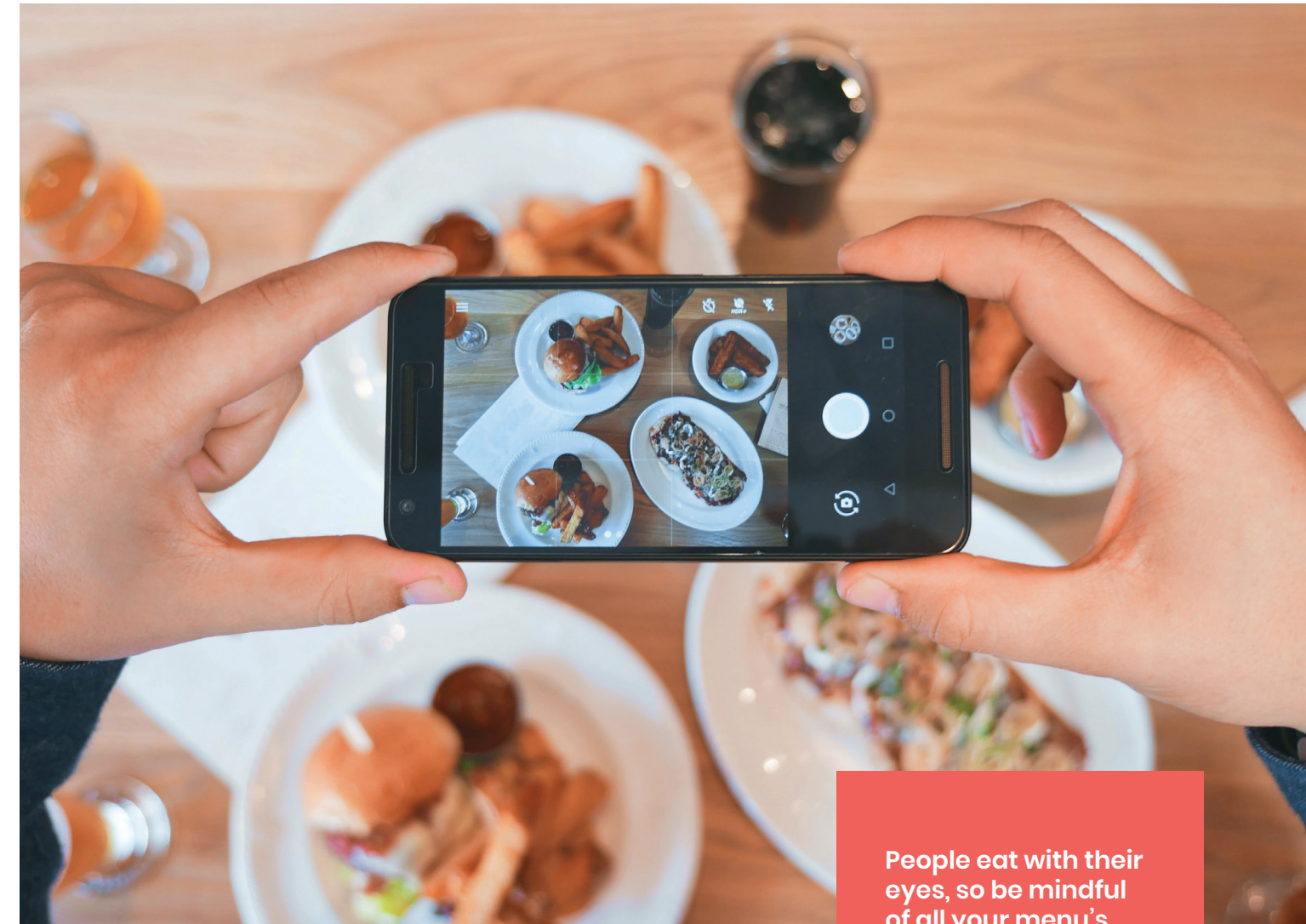
First things first. Eliminate all possible friction points when it comes to your online ordering process. Here are some common mistakes restaurateurs make when setting up their online ordering:

- Their online ordering is not front and center on their websites.
- They force customers to create an account before ordering.
- They force customers to select a location on the map to see what menus are available in that area.

- They let customers order their menu items and then input their addresses—only to force them to discover that those menu items are not available in their areas.
- Letting franchisees create different online ordering experiences, which can lead to customers feeling disappointed or not even bothering to complete their checkout because expectations are not met.

A simple, three-step process (**pick order type, select food, pay**) is your best bet to remove friction that could impede customers from not only ordering but also being enticed to buy into your upselling.

Other important aspects for your online ordering to keep in mind are to feature good-quality, mouth-watering pictures of all your menu items, including extras (like bacon and guac!), grocery products, and beverages. Remember: people eat with their eyes!



People eat with their eyes, so be mindful of all your menu's imagery.

Great copywriting is equally important to let your patrons know what they are ordering. Never underestimate the magic of a good product description. Go beyond simply listing the major ingredients of a dish, for example. Give your menu items fun or intriguing names. Add tasty adjectives and get customers salivating. Your creative juices should strike the right balance between pimping up your menu descriptions and not being too over-the-top or overly effusive.



Upselling and inventory

Got extra inventory? Did you know that with the right online upselling techniques, you can reduce overstock and spoilage? Think of whipping up a temporary menu item to upsell with your menu's most popular dishes.

Incentivizing your customers to order more and higher margin items is an art. By putting yourself in your customers' shoes, you'll master the fine art of upselling!

The next page explains how!

Developing the subtle art of upselling on your online ordering platform.

Restaurant menu analysis

As you are undoubtedly aware with upselling in your dining room, upselling online is a fine art. Gone are the days customers will tolerate annoying pop-ups when they first land on your online ordering platform or at other ill-conceived times during the purchasing process. Be pushy and your customers may not buy anything at all from you.

Here are some best practices when it comes to non-intrusively upselling menu items on your online ordering platform.

Make your upsell relevant

Your online ordering platform must be consistently tended to offer the most relevant upsell to your customers. For example, if your customers are purchasing items for breakfast, you may want to hold off on offering them extra soft drinks or fries. Recommend only menu items that are relevant to the order's time in the day and meal type.

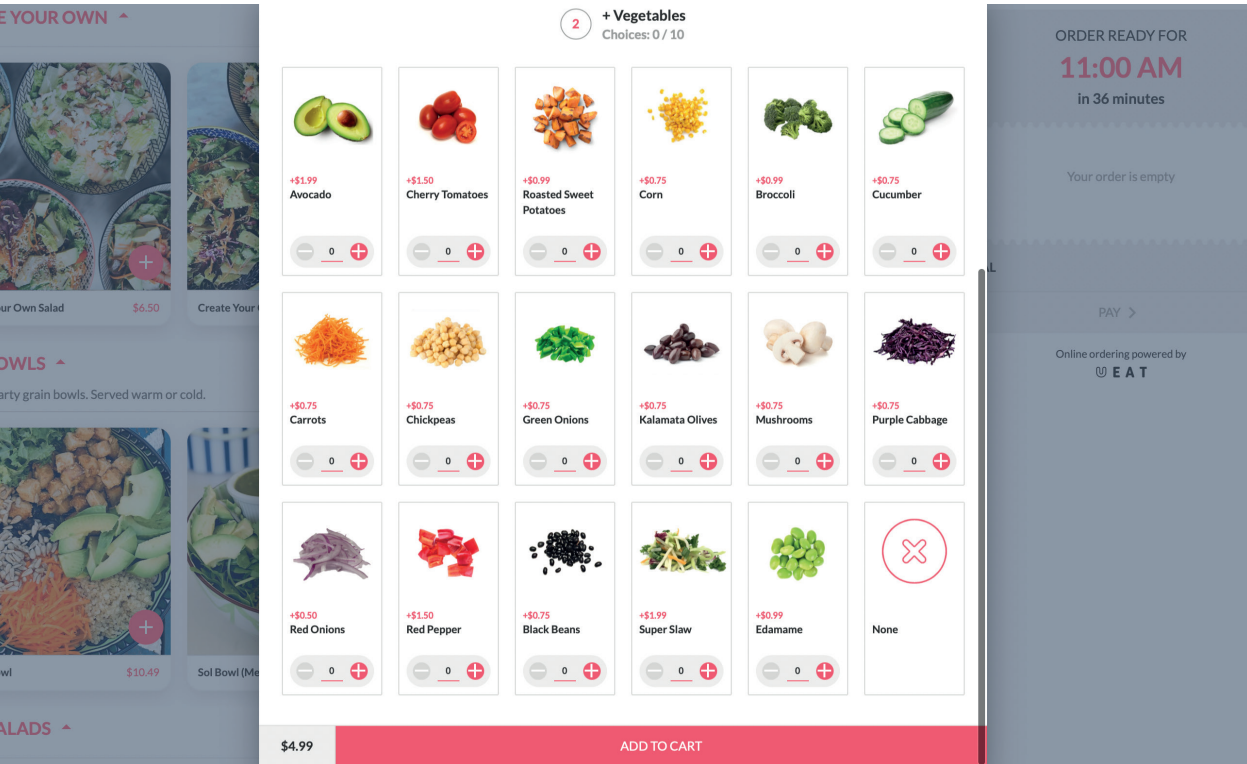
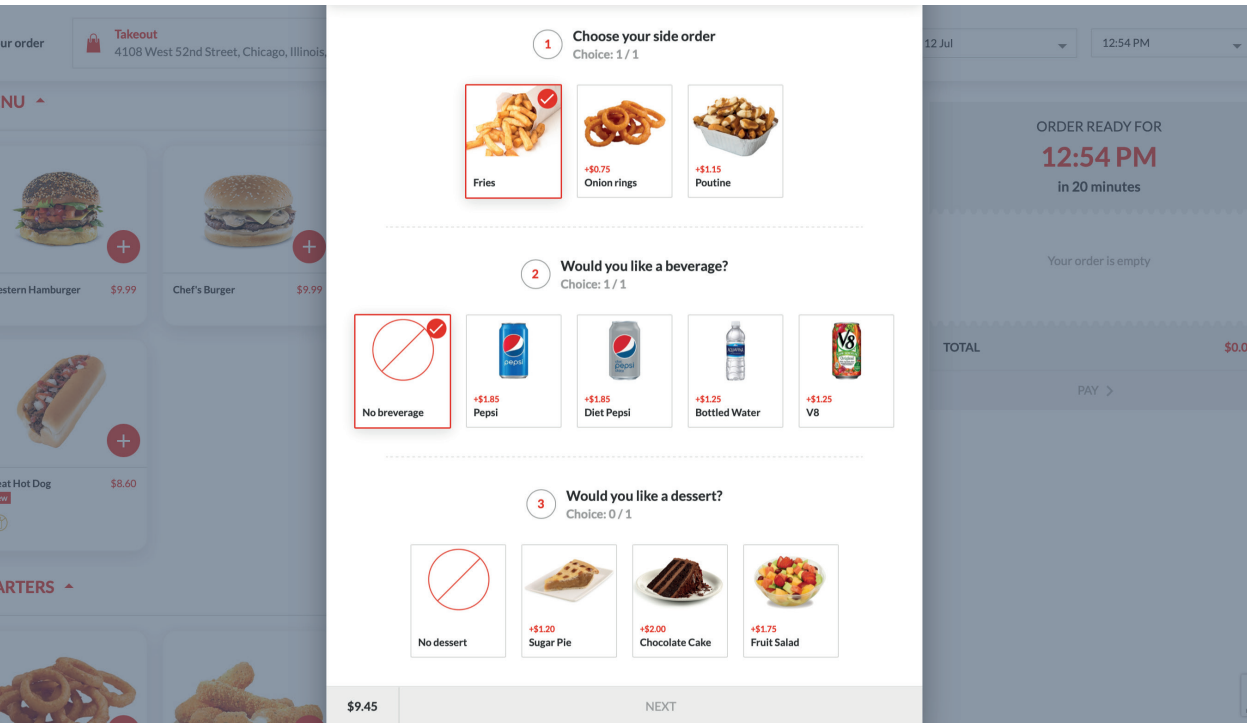
Personalize your upsell

With the right online ordering platform that uses artificial

intelligence and machine learning, you can personalize your upselling recommendations based on customer preferences, past purchasing behaviour and current order. Let's say you have a loyal customer that seems to always order vegetarian dishes. It is probably not worth your time to start promoting your latest and greatest steak dish with an extra side of foie gras macaroni and cheese. What if another customer always orders spicy food? Perhaps you can upsell your latest triple-hot-pepper chili combo with extra spicy fries. Personalizing your recommendations based on what your customers love can catapult your upselling revenues.

Show your upsell items in a strategic way to encourage spending

Oftentimes, restaurateurs program their online ordering platform in a way that actually hides or prevents upselling. Here is a case where a No thanks for extras is put right in front of customers eyes: On the flip side, this restaurant showcases all the extras before offering a No thanks option.



With something as simplistic as the order in which your extras appear can also make a huge difference. While the results may vary depending on the customers and type of restaurant you run, you may want to play around with offering higher margin products first, higher priced items, or options that people add on to their orders without really thinking about it.

Another caveat. Don't simply ask customers if they would like an extra. This is a yes/no question that is too easy to refuse. Our menu profitability experts use this technique. Instead of asking "Would you like to add toppings to your pizza?", they'll write "Pick additional delicious toppings."

Offer a discount on a minimum order

Another effective upselling tactic can be to allow customers to save 10% when they spend a minimum of \$40 on their online order. If your customer is already close to this amount, an offer like this will likely nudge them into buying an extra item they may have not previously considered. This is similar to when you buy something online and the e-commerce site offers free shipping for all orders above \$X amount.

Get clever about how you display your menu items

If you have menu items offered in different sizes, you may

want to consider featuring the medium or larger size first, which can increase your chances of upselling. This tactic works very well for high-margin products, such as fries, soft drinks, pizzas, chicken combos, and more. People are less likely to downgrade when a bigger size or higher menu item is already "pre-selected" for them.

Tap into customers FOMO

FOMO—or fear of missing out—can be an impactful driver for upsells. A good example of this is menu items that are offered in limited quantities or for a limited time only. A sense of urgency can help increase the value of an upsell. A case in point: your restaurant has created Valentine's Day meal-in-a-box—but there are only 50 boxes. Through your marketing and on your online ordering platform, you can promote the scarcity of these boxes. Alternatively, if you have been able to source some exotic ingredient (Kobe beef, anyone?), you could offer the dish for a limited time only.

Add tags or icons to facilitate upselling

An under-utilized strategy for upselling to online customers in using visual cues, like icons or tags. These upselling prompts move the needle without needling. You can add icons or tags to explain the spiciness level of your dishes, whether they are vegetarian/vegan, whether they are gluten free, etc. Furthermore, highlighting

menu items that are fan favourites can trigger some customers to try something different for a change.

Don't cause analysis paralysis with your upselling

Aristotle once wrote: "...a man, being just as hungry as thirsty, and placed between food and drink, must necessarily remain where he is and starve to death." In other words, people become paralyzed from making a decision when shown too many options. It is perfectly fine to upsell a series of extras, but don't bombard them with everything and the kitchen sink, which will result in no choice being made at all.

Continue upselling after the purchase

Just because you got a new—and bigger!—order from a customer doesn't mean you can't continue upselling. You can offer a promo code upon checkout for their next order, which will give you an opportunity to upsell again. If you use email or text messaging to connect with your customers, you can promote other menu items that offer more bang for the buck for your restaurant.

Your upselling strategy with your online ordering platform is all about catering to the needs of the right person, at the right time and with the right offer. Interested in learning more about upselling with UEAT's online ordering platform?

[Check out these case studies of our customers that have achieved impressive upselling results with UEAT.](#)





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UEAT provides state-of-the-art online ordering solutions to thousands of restaurants all over the world.

We are dedicated to helping restaurant owners and operators increase their revenue, optimize their operations and improve the overall customer experience.

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