



## **10 WAYS DIGITIZING YOUR FOOD SERVICE PROGRAM MAKES & SAVES YOU MONEY**

### **1. GET FOUND ONLINE**

Google has become the phone book of the internet with over 8,000 companies using Google Maps in their tech stacks and over a billion monthly searches for restaurants. When your food service program is registered with Google, it is published both to their search engine and to Google Maps.

### **2. SPEND LESS TIME ON THE PHONE**

Do you ever have someone call to order food and they ask you to hold on a minute while they find out what everyone wants? You'll save up to 3 minutes per digital order received versus orders you have to take over the phone and write down with pen and paper.

### **3. INCREASED ORDER ACCURACY**

Digital ordering puts the consumer in control of placing the order. This eliminates order accuracy complaints from miscommunications / bad phone service, and saves you time and money from dealing with the complaints and remaking food.

### **4. IMPROVED EXPERIENCE**

When a consumer orders food through your digital menu, they are spending less time placing the order, and receiving fresh food quicker – just the way they want it. This will make them more likely to refer you to friends and family, more likely to order again, and more likely to visit your store during other parts of the day to get gas, soda, and other snacks.

### **5. AUTOMATICALLY PRINT ORDERS**

What do the folks who actually take the orders and make the food love most about digitizing the food service program? They don't have to look for something to write with every time an order comes in. They also don't have to struggle reading other people's notes or have to re-write orders to keep better track of them.



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### **6. BRING IN NEW CONSUMERS**

Attract new consumers into your business with a digital food service program. This includes 28% of people who only order online and folks who find your food service program online, but wouldn't normally drive past your location as part of their normal commute.

### **7. MAKE YOUR FOOD A DESTINATION DRIVER**

What do you like to drink with your dinner? Does anyone want dessert? In addition to dinner items, on average our digital consumers spend an additional \$24.15 on non-fuel, companion sales items like energy drinks, snacks, candy, and soda.

### **8. MANAGED SOCIAL POSTING**

Our team creates and posts on Facebook and Google My Business for your food service program. This is a service many businesses spend hundreds of dollars on each week to receive. This allows us to drive awareness, increase demand, and send more consumers your way.

### **9. WIN BACK LOST CONSUMERS**

A digitized food service program enables targeted marketing campaigns to reconnect with customers who have stopped ordering food and try to win them back.

### **10. DIGITALLY ENGAGE YOUR COMMUNITY**

A digital food service program makes it easy to stay connected with your community. Use a custom URL to engage customers wherever they are — not just on social media. It's perfect for promoting school or church fundraisers, which you can now share online for free instead of relying on printed flyers. This approach expands your reach, strengthens relationships, and saves time and money.

**Doing all of this on your own takes more time and money than most people want to spend.**

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