

Questions	Suggested Answers
What are the benefits of online ordering?	<ol style="list-style-type: none"> <li>1. Know your customer</li> <li>2. Bigger average ticket size (~14%)</li> <li>3. Fewer mistakes</li> <li>4. Advanced orders</li> <li>5. No investment in technology</li> <li>6. 2 extra orders / month pay for online ordering</li> <li>7. Practically no risk trial</li> <li>8. Get feedback from your customers instead of losing them if there is an issue with your order!</li> </ol>
I already get plenty of carry out / delivery orders on the phone?	<ol style="list-style-type: none"> <li>1. Orders are quickly moving to the web</li> <li>2. Pockets has 40% of its TOTAL business on line in 3 years</li> <li>3. Newer orders from internet savvy individuals are coming online</li> <li>4. web orders provide far more detailed information about your customer and you can market to them far more effectively</li> </ol>
I don't have a computer?	<ol style="list-style-type: none"> <li>1. You <b>don't need</b> a computer.</li> <li>2. You <b>don't need</b> a web site</li> <li>3. All you <b>need</b> is a fax machine and a phone in your restaurant.</li> </ol>
How long does it take to enable online ordering?	<p>Typically 5 working days or a week.</p> <ol style="list-style-type: none"> <li>1. Sign up.</li> <li>2. Give us your menu and we'll convert it into an online menu.</li> <li>3. You verify it.</li> <li>4. Then we put an order online button on your website and you can start receiving orders the same day.</li> </ol>
I don't have a website?	<p>We'll create a free website for you and host it free for the first year. You have to pay \$9.99/ YEAR for the web address.</p>
I already take orders from online portals like dotMenu, Delivery.com, takeout taxi etc.?	<p>You should keep taking orders from portals, but treat them as sources of <b>NEW</b> customers. Once you get a new customer, why would you want to pay higher rates for serving the same customer? Also, you should</p> <ul style="list-style-type: none"> <li>- keep your customer and serve them through your website at better rates and</li> <li>- market to them more effectively.</li> </ul>
How do I convert online customers coming from the portal to my online customers?	<p>Simple. Every time you get an online order from a portal, place a flier promoting your website. We have standard promotions that you can use (ex: 10% off the first order) Also, promote your website inside your store, on the paper napkins, sign boards, separate line for online orders etc.</p>

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Why is iMenu360 better?	IMenu360 has distinct advantages: <ol style="list-style-type: none"> <li>1. We address the online channel from a restaurant owner's point of view</li> <li>2. We do NOT come between you and your customers. We only provide a platform where you can serve your customer.</li> <li>3. We do NOT have a portal where you can lose your customer to your competition</li> <li>4. We give you ALL your customer information</li> <li>5. You get customer feedback for special events (first order) as well as for every order</li> <li>6. Promotions and incentives:               <ol style="list-style-type: none"> <li>a. You can have loyalty programs</li> <li>b. Coupons for order mistakes</li> <li>c. Discounts for first order</li> </ol> </li> <li>7. Customer Service</li> <li>8. Up to date real time reporting</li> <li>9. Superior product at competitive prices</li> <li>10. You can manage exceptions (like delayed delivery on a snowy day)</li> <li>11. Our restaurant interface allows you to manage your menu, things easily and quickly</li> </ol>
Why is taking orders from my website more important than taking orders from portals?	<ol style="list-style-type: none"> <li>1. Orders from your website are cheaper for you</li> <li>2. Creates customer information that is fully accessible to you</li> <li>3. You do not lose customers to your competition</li> <li>4. You are not dependent on someone else for promoting your website</li> <li>5. Your investment in promoting online ordering benefits you instead of benefiting your competition on the portals</li> </ol>

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What are portals? What is their business model?	<ol style="list-style-type: none"> <li>1. Portals are "Expedia" or "Travelocity" for restaurants</li> <li>2. A visitor chooses from a list of restaurants.</li> <li>3. The portal gets paid as long as the customer orders from ANY restaurant</li> <li>4. Portal stands between YOU and the CUSTOMER and keeps all the customer information</li> <li>5. portal is interested in traffic to the portal, not to your restaurant.</li> <li>6. If you are good, customers go to the portal more frequently and you tend to lose your customers</li> <li>7. Portals are good for "poor" restaurants who benefit from traffic generated by "good" restaurants</li> <li>8. Typically the customer pays the portal and the portal pays the restaurant at the end of the month. (Especially credit card orders). They prefer keeping the "float"</li> </ol>
What kind of support does iMenu360 provide?	<ol style="list-style-type: none"> <li>1. Every order is confirmed on the telephone</li> <li>2. If you have any issues in managing the menu, iMenu360 provides you immediate support.</li> <li>3. Our goal is to create a structure which requires minimum support, but if/when you need it we ensure that you are not lost in a maze of voice mails</li> <li>4. Our monthly subscription fee includes the support</li> </ol>
How can you make sure that there are no fake orders on the web?	<ol style="list-style-type: none"> <li>1. Fake orders are practically nil, but we keep track of fake orders by keeping track of IP addresses.</li> <li>2. Fake orders on internet are far fewer than fake orders on the telephone</li> <li>3. We can track the person issuing fake orders and give you a heads up on the order when it comes to you.</li> </ol>
How much do you charge to signup? For service?	<ol style="list-style-type: none"> <li>1. Signup: 49.99 / location with one menu</li> <li>2. Any additional menus: 19.99</li> <li>3. \$19.99/month service fee</li> <li>4. 3% of the net (pretax) order amount</li> <li>5. Variable costs: 25Cents/fax+confirmation</li> <li>6. 25C for orders confirmed by customer service</li> <li>7. Max is \$150/moth + Fax Fees per location</li> </ol>

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What are the important features in iMenu360 service?	<ol style="list-style-type: none"> <li>1. Most elegant user interface in the industry</li> <li>2. Coupons &amp; Discounts</li> <li>3. Customer feedback</li> <li>4. Easy and efficient control for the restaurant owner</li> <li>5. Exception management</li> <li>6. Order Confirmation ensures no loss of orders</li> <li>7. Best customer service</li> <li>8. Sophisticated reporting to improve your operations</li> </ol>
What kind of reports do you provide?	<ol style="list-style-type: none"> <li>1. Information on your customers</li> <li>2. Information on your sales</li> <li>3. Market comparison</li> <li>4. Year-to-year performance for your store</li> </ol>
Can you customize the look and feel to my website?	<ol style="list-style-type: none"> <li>1. Yes</li> <li>2. Our application is designed to ensure that iMenu360 is always in the background.</li> <li>3. We never come between YOU and your CUSTOMER</li> <li>4. We use your logos and colors</li> <li>5. Basic customization is free (Header and colors) Special customization is charged based n the degree of customization</li> </ol>
How do you bill?	<ol style="list-style-type: none"> <li>1. Once a month.</li> <li>2. We charge directly to your credit card</li> <li>3. We do NOT send paper invoices, unless you explicitly ask for it. We charge \$5 for paper invoices.</li> <li>4. Bills are available online</li> </ol>
Can I cancel? How? When?	Yes. Just call 847-242-0738 or send an eMail to <a href="mailto:david@imenu360.com">david@imenu360.com</a> Cancel <u>ANYTIME</u>
What kind of marketing do you provide?	<ol style="list-style-type: none"> <li>1. None.</li> <li>2. We provide you with tools to market to your customers.</li> <li>3. They are your customers. You keep them. You market to them.</li> </ol>

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How does it work?	<ol style="list-style-type: none"> <li>1. Customer goes to your website</li> <li>2. She selects the items she wants to order and places the order on the web</li> <li>3. Our system gets the order and faxes it to your fax machine</li> <li>4. As soon as it is received by the fax machine, an automatic phone call is generated to the phone number you have provided</li> <li>5. The person at the restaurant confirms the order by entering the 2 digit confirmation code on the fax print out</li> <li>6. The order is confirmed</li> <li>7. If the fax fails (out of paper / too busy to confirm etc.) our customer service is notified and it confirms the order.</li> <li>8. Our worst case scenario to detect a failed order is 6 minutes before it is taken over by customer service</li> </ol>
Is Fax the only way of getting an order?	<ol style="list-style-type: none"> <li>1. No. If you have a computer with broad band, you can get a free application from us that will automatically print the order on a computer.</li> <li>2. You can also confirm the order on your computer</li> <li>3. Getting orders on the computer is: <ol style="list-style-type: none"> <li>a. <b>faster</b> (less than a minute after the customer places an order), and</li> <li>b. <b>free:</b> You do not incur any of the fax and/or confirmation charges</li> <li>c. <b>Reliable:</b> Receiving orders on the computer is much more reliable than receiving them on fax machines.</li> </ol> </li> </ol>
Are Fax and Computer the only way to get orders?	<ol style="list-style-type: none"> <li>1. You can also <b>GET</b> your orders and <b>CONFIRM</b> your orders via email. However, email typically does NOT automatically print or notify you with an audible sound like a printer application.</li> </ol>
What if I want to get an older order?	<ol style="list-style-type: none"> <li>1. You can get every order in an email account</li> <li>2. Simply go to your email account and get your order</li> <li>3. We create a free email account on Gmail for you, that you can access from anywhere</li> </ol>