

Transform your business with **BITEBACK**

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WELCOME TO BITEBACK

WELCOME TO BITEBACK

BiteBack is here to help you adapt your business to the new retail environment.

From turning to takeaways with your own online ordering page, to promoting your offering locally and online, BiteBack can help you get back to business.

Over the next few sections, we'll outline how to get the very most from BiteBack and highlight some fantastic success stories from some of our customers.

We wish you good luck as you venture into the new normal of retail.

Keep in touch

If you have any questions about BiteBack, please email us at **biteback@paymentsense.com** or speak to your payments consultant.



WHO IS BITEBACK FOR?

In this new age of retail, offering your customers different ways to shop is more important than ever. And with BiteBack, we'll provide you with everything you need to take your business online, making it even easier for your customers to keep coming back for more.

RESTAURANTS

Perhaps you've seen the success your competitors have been having since adopting to takeaways and you want in on the action? Keeping your customers' options open when it comes to how they order is the best way to give your clientele a boost.

BiteBack top tip:

Be savvy about what dishes you put on your online menu. Think about how to divide up your starters, mains and desserts. It's all about getting the best return and keeping your customers happy.

"We had a very good customer base to start with, but now we've started offering new services such as takeaway meals and fruit boxes, we've picked up a lot of new customers."

Chequers Inn, Tim and Vanessa Mulholland



PUBS AND BARS

Why not take your pub online and generate some extra cash? Pub grub is a must for the majority of food lovers, so make sure your regulars don't miss out on their favourite dishes – even when they're staying at home.

BiteBack top tip:

It's fine to put your existing meals on your menu, but as an alternative, why not create a selection of different sized food boxes for your regular patrons to choose from? From bumper boxes with all the essentials for family mealtimes, to smaller containers for solo diners to enjoy. It's a great way to lend a hand in your local community.

"It's been really inspiring. There's a Facebook village support group helping people with shopping and collecting prescriptions. We contacted them about providing 'suspended meals' for those in need.

They helped us identify key workers and other deserving recipients. As a result, we've sent out dozens of meals to NHS workers, supermarket staff, medical staff, teachers and others."

Chequers Inn, Tim and Vanessa Mulholland



CAFES AND DELIS

From sandwiches and salads to organic olives, keeping your customers satisfied from the comfort of their own home shouldn't be a problem.

BiteBack top tip:

Why not create some meal deals? Put together some lunch or dinner items that complement each other and sell them as a job lot. Or perhaps suggest some recipes and sell the ingredients as a package. It's a great way to upsell your products.



BAKERIES

Whether you specialise in freshly-baked cakes or artisan bread, your best-sellers can still sell by the bucket load online.

BiteBack top tip:

Instead of just offering individual items on your menu, try packaging several items together to maximise profit. For example, baskets of breakfast goodies, including ground coffee, pastries, milk and fruit for a weekend treat.



CATERERS

Indoor dinner parties and social events may be on hold temporarily but your food doesn't need to be. Let your culinary talent shine by creating your BiteBack ordering page and getting the word out on how to order.

BiteBack top tip:

How about calling on your wholesaler and creating a range of easy-to-make, low-calorie meal kits for families to enjoy during the week? Be sure to provide vegan, vegetarian and meat-based options to reach the biggest audience – and turnover the biggest profit.



OFF-LICENCES / CONVENIENCE STORES

Offer your customers their favourite tippie by uploading a selection of your best-selling drinks to your BiteBack menu, take your orders, and arrange for collection or delivery.

BiteBack top tip:

Put some deals together on wines, beers and spirits to make it easy for customers to choose their favourites. If you sell other types of items in your store, get creative with how you package items up. For example, a 'bathroom pack' could include toilet roll, razors, toothpaste and shampoo.



FLORISTS

Who doesn't love a fresh bunch of flowers or a lush, vibrant plant to brighten up their home or garden? Upload your most beautiful blooms to your own BiteBack ordering page and help mark a special occasion, or keep those green fingers busy.

BiteBack top tip:

Don't be afraid to let your best-sellers shine. Think about creating bunches that will last the longest indoors or perhaps package up plants and flowers for people to pot themselves.



PET SHOPS

Our furry friends have simple tastes. All they care about is food, playtime and being stroked. So upload your best-selling food bags, bouncy balls and bones and keep them entertained.

BiteBack menu tip:

Think about how you can package up your products. What about a 'Cat Pack' made up of some meaty treats and fluffy toys? And by offering easy collection and delivery you'll be ensuring your customers' much-loved pets are fed and satisfied without interruption.



BUILDING YOUR ORDERING PAGE

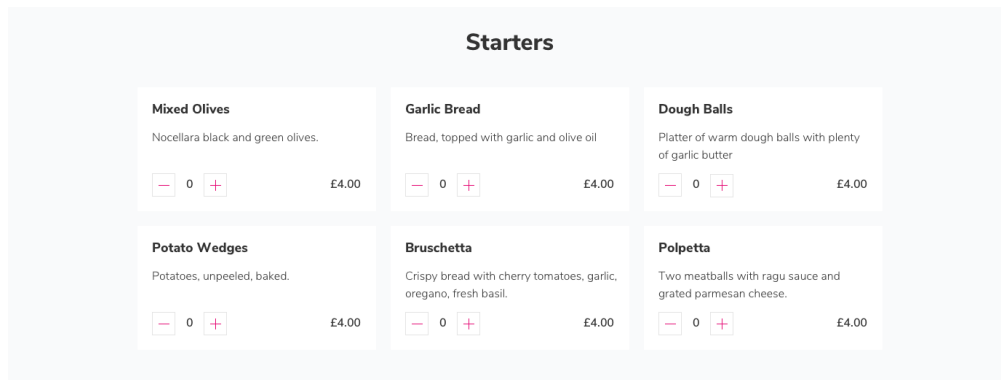
01

To get the most from BiteBack it's important to be smart about the things you include online. Think about your best-sellers, profit margins and stock to really maximise your revenue.

WHAT TO CHOOSE

Look at your existing items and identify the top sellers. You won't be able to include everything, so focus on your bigger ticket items and what normally sells most.

And get creative with new items if it makes sense to. Nothing is set in stone, so if you want to make changes down the line, you just need to email us to update it. If you're a restaurant, you can also add on [customised menu flyers](#) to really get the word out in your neighbourhood.



“We revised our menu towards items people could carry out in boxes and then heat up at home. The Sunday carvery has proved especially popular – we sell around 80 in two hours.”

Chequers Inn, Tim and Vanessa Mulholland

MAKE YOUR INTRODUCTION

Once you've provided all your menu items, we'll generate your ordering page. You can see from the example page that there's a pre-prepared paragraph that you can either leave as is, or customise when you speak to our team. Here's what it says:

*Thanks so much for visiting our new online ordering page.
We've got lots for you to choose from – all you need to do is select what you'd like and then place your order!
If you have any questions about our products, please call us and we'll be happy to help. Thanks for supporting a local business.*

It may be that you want to personalise this section entirely. You might have something you've already written elsewhere that you'd prefer to use. It's totally up to you. Just remember to add your **contact details, opening hours and an allergy disclaimer (if this applies)**. These are super important for your takeaway transformation.

THE RIGHT IMAGE

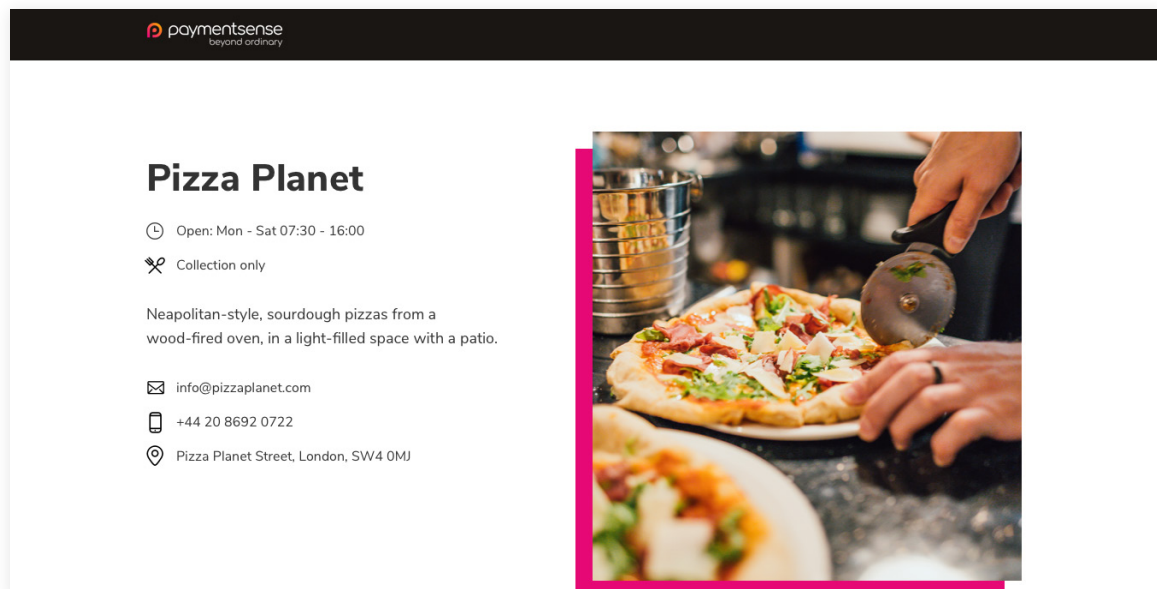
Just to the right of the paragraph is an image. This is your big opportunity to get your brand out there. We'd suggest an image of the outside of your business just to make it clear exactly who you are. Alternatively, you could include a logo, take a picture of you and your team, or if you're a restaurant, some of your most popular dishes.

GOOD TO GO

Once you've sent us all your info, we'll get busy turning it into your very own ordering page. It takes one working day to build and then we'll share it with you to make sure all the details are correct. When you're happy, we'll push the button and hey presto! You're set up for online sales.

"We thought it would take ages to set up the site – our own had taken six months. But we filled in the form and the next day it was up and running."

Chequers Inn, Tim and Vanessa Mulholland



KEY TAKEAWAYS

- Identify your best-sellers
- Adapt your offering to suit your market
- Create an introduction (or use our example) and select an image/logo that reflects your business

TAKING AND MANAGING ORDERS

TAKING AND MANAGING ORDERS

We know you're not used to dealing with online orders, it's a totally different ballgame.

Which is why we've worked hard to make the entire process as straightforward as possible – including the creation of an online ordering management system, making it simple for you to keep on top of everything that's coming in.

Here's how the process works:

1. Customer visits your online menu and makes their selection.

The screenshot shows a web interface for an online ordering system. At the top, there's a section titled "Order Summary" with a table listing items: 1 Mixed Olives (£4.00), 1 Margherita (£8.00), and 1 Pollo (£12.00). Below this, the Subtotal is £24.00 and the Total is £24.00. Below the summary is a section titled "Submit your online order" with a form to fill out. The form includes fields for First name, Last name, Email Address, Address, Phone Number, and Special Requests / Dietary Requirements. A red "Submit" button is at the bottom of the form.

Order Summary		
-	1	Mixed Olives £4.00
-	1	Margherita £8.00
-	1	Pollo £12.00
Subtotal		£24.00
Total		£24.00

Submit your online order

Fill out the form below and this consultant will get in touch with you

First name
Last name
Email Address
Address
Phone Number
Special Requests / Dietary Requirements

Submit

2. Both you and the customer receive a notification email – and their order appears in your order management system.

The first screenshot shows an email from Paymentsense to the customer. The header says "paymentsense beyond ordinary". The main heading is "BITEBACK From Paymentsense". The body text says: "Hi, you've just received an order from Tim at 03:39 PM 24/03/2020. Give them a call to confirm and arrange collection. The customer's phone number is: 07000000000 The customer's email address is: tim@gmail.com Other Details: 1x Mixed Olives 1x Margherita 1x Pollo Order Total: £24.00".

The second screenshot shows an email from Paymentsense to the consultant. The header says "paymentsense beyond ordinary". The body text says: "Hi, Pizza Planet received your order at 03:39 PM 24/03/2020. They'll contact you soon to confirm your order and arrange a collection time. Collect your order here: Pizza Planet Street, London, SW4 0MJ Other Details: Starters 1x Mixed Olives Mains 1x Margherita 1x Pollo Order Total: £24.00 You can pay by card when you pick up your order."

3. You call the customer to double-check the order, arrange the payment method and confirm collection or delivery.

TAKING AND MANAGING ORDERS

With regard to step three, we recommend calling the customer rather than sending an automated email. That way it's easier for you to keep control of timings and, if you're a restaurant, ensure your food prep standards never slip.

If you're going through a particularly busy period, you can manage your customers' expectations accordingly when you speak to them on the phone. That way everyone's happy and you're never overwhelmed.

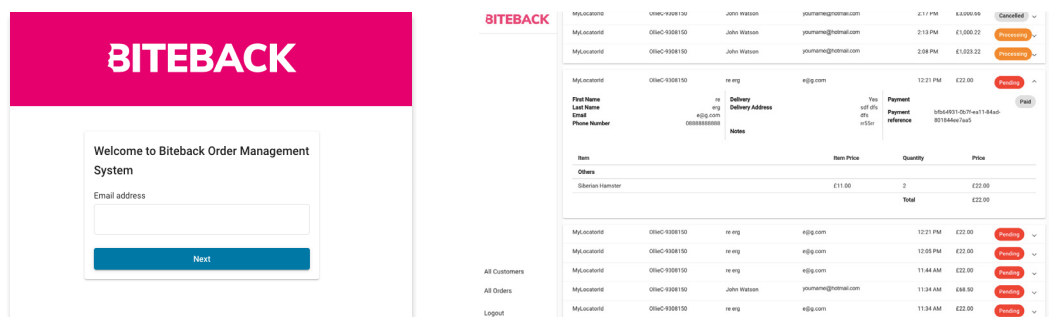
YOUR ONLINE ORDER MANAGEMENT SYSTEM

If your business hasn't traditionally taken online orders in the past, it might seem a bit overwhelming keeping on top of who's ordered what, as well as the times of when items have to be ready to go.

So, to take the pressure off, we've created a beautifully simple online ordering system to keep track of everything. Meaning you don't have to root around in your inbox for delivery instructions, items ordered or payment methods. And the best bit? It's completely free to use.

Here's how it works:

- We'll send you a link to log in – all you have to do is click and you're good to go



- You'll then be able to manage customers' orders simply and easily with a range of different handy features – these include being able to:
 - View all active orders, including delivery and payment preferences
 - Notify the customer automatically when you start preparing their order
 - Search through all orders (old and new) by name, email address or date
 - Review orders from different places if you happen to have more than one store/restaurant location

“We were out having a walk when the phone buzzed with a demand for three lasagnas! We just had to rush home and get cooking.”

The Tŷ Mawr Hotel, Paul and Melissa

GO PRO WITH ICRTOUCH BYTABLE & TOUCHTAKEAWAY

We've partnered with ICRTouch to make browsing your menu on the go a breeze. ICRTouch ByTable enables your customers to select their items on their phone and order them to the table. TouchTakeaway provides you with everything you need to generate online orders. Visit ps.icrtouch.com for more information.



COLLECTION & DELIVERY

The first step of your online sales journey is setting yourself up for collections. Think about how you would like to transact with your customers.

Alternatively, it might make sense for you to start a delivery service.

How do I start delivering?

To really maximise your sales why not set yourself up for delivery in your local area? It's a great way to make your offering more convenient for customers.

What vehicle insurance will I need?

You'll need business use insurance to cover the use of food delivery and Hire & Reward cover. If you or one of your team were involved in an incident without this cover, your insurance company will not cover any costs.

What exactly is Hire & Reward cover?

It's the class of insurance that allows you to carry goods in return for payment.

Does private car/scooter insurance cover me for delivery food?

No, standard social, domestic and pleasure insurance does not apply here. You need the specific insurance highlighted above.

Is business use insurance sufficient?

No, for food delivery in exchange for payment you need both business use and hire and reward cover.

The last thing you need during this transition into a takeaway is the worry of not being sufficiently insured. So as long as you have both covers, you're good to go.

Whether you're going to stick with collections for now, or you've got a few members of staff who could handle deliveries, it's good to know that you have options going forward.

PAYMENT METHODS

PAYMENT METHODS

You know the drill when it comes to taking payments – you're a Paymentsense customer, after all. But this shift to selling online means you now have three options:

- **Pay online**

If you want to make things as easy as possible for customers, it's a good idea to choose online payments as your preferred method. That way, once they collect their order or you deliver it, payment is all sorted in advance. Easy.

- **Pay over the phone**

You can accept payment over the phone when you call the customer to confirm their order. This is slightly more expensive due to the added security requirements, but it may be more convenient for them. Get in touch with a Payments Consultant and they'll explain everything you need to know.

- **Pay face-to-face using your card machine**

This is the way you've always taken payments so no change here. You'll simply take payment from the customer when they collect their order.

"The system has been 100% reliable and deliveries would have been impossible otherwise. We can even serve people out on the village green."

Rushlake Green Village Stores, Tony Field



PACKAGING

PACKAGING

If your business hasn't traditionally offered a takeaway service in the past, you may not have the necessary carry-out collateral needed for your customers to take their items away.

That's why we've partnered with biodegradable packaging experts [Packaging Environmental](#) to get you up and running. Choose from an extensive range of trays, bowls, wraps, cups and more, and make sure your food and drink gets to its destination safe and sound.

HOW TO ORDER – AND SOME THINGS TO CONSIDER:

1. Head to the Packaging Environmental [website](#) and browse what's on offer. You can shop by category (types of containers), or by food and drink type.
2. Think about the kind of items you have on your BiteBack menu (size, shape, fragility, etc) and choose your containers accordingly.
3. In terms of how many to order, think about how many of a certain item you would normally sell during 'business as usual' and order in accordance with your normal turnover. If you can, it's best to cover yourself with a few more in reserve, rather than playing it too safe.
4. If you want to stand out from the competition, you can customise packaging to your own specifications. Just call them on 0203 006 2432 to chat through your requirements.
5. Once you're happy with what you've chosen, it's time to order. Use code **PAY15** at checkout and **save 15%** – then just wait for your delivery. Packaging Environmental offers a next working day delivery service on all orders placed before 12pm. Once it all arrives, you're all set!



PROMOTION

PROMOTION

Once you've got your new shiny **ordering page** up and running, it's time to get those orders flooding in.

If you haven't already, download your [social media tool kit](#) for a full guide on how to promote your services digitally across Facebook, Twitter, Instagram, Email, and SMS.

When posting on social, don't forget to tag our pages. That way we can reshare your posts, and get them in front of a wider audience.

Facebook, Twitter & LinkedIn: @Paymentsense

Instagram: @paymentsenseltd

1. DIGITAL ADVERTISING

From setting up your first Facebook business page to guidance on boosting posts, we've got a whole host of tools to help your business get exposure. And we'll even top it up with a £120 Google AdWords voucher. [Learn more](#)

2. FLYERS

How to distribute your flyers:

- Post them through letterboxes in your local area
- Ask supermarkets, local corner shops and pharmacies if they will keep some for you for their customers to pick up
- Give some to your customers when they collect their items or when you deliver them, asking them to pass on to friends and family members
- Ask local press if you can include flyers in their newspapers to be distributed to a wider radius

3. PRINTING AND STORE SIGNAGE

We're working with The Color Company to produce a range of Covid19 products to help your staff and customers stay safe. From banners and signage, to hazard floor lines, there's a full range of support with up to 30% off your order. [Learn more](#)

4. PHOTOGRAPHY

Want to make your menu or items look the part? We've partnered with visual content creators, VidOps, to offer you professional food and business photography at competitive prices so that you can create a great impression. [Learn more](#)

5. LEVERAGING LOCAL PRESS

If you have the time, it's worth reaching out to some local newspapers. You can ask for an advertorial slot, which may come at a small fee, or you could also contact a reporter at your local press via email to send them your story. This way, they're likely to publish this as a local news story, giving you free exposure.

What you'll need to include in your press email:

- Name
- Business name and area
- Why you have had to change your business model
- How you achieved your transformation
- Link to your ordering page
- Why it is important to local readers and other businesses in that area
- Whether the journalist can get in touch with you for an interview for a feature

KEY TAKEAWAYS

- Order your menu flyers for greater exposure in your local area
- Distribute flyers to as many places as possible that will still have high footfall
- Reach out to local press to gain local coverage of your transformation and share your success story with others

"Biteback really focused us on getting our takeaway act together. Paymentsense gave us a working solution – and we ran with it."

The Tŷ Mawr Hotel, Paul and Melissa

READY TO TAKE SOME ORDERS?

Get your BiteBack ordering page up and running now – all we need is a few details to get you started.

Visit: paymentsense/uk/biteback