

MY PIZZERIA WORKSHEET

Goal

Evaluating online ordering platforms

What I should be asking the platforms

1	What does it actually cost per order? A percentage commission means your costs grow with your success. Know your monthly order volume (a \$50/mo flat fee looks very different from a 25% commission at 500 orders a month).
2	Who owns my customer data? When a customer orders through your direct channel, you should get their email, their order history, and the ability to market to them again. If the platform owns the customer relationship, you're building their business, not yours.
3	Does it integrate with my POS? Online orders that need to be manually entered into your POS are a labor cost and an error risk. Native POS integration is what separates a real system from a workaround.
4	Can I manage a rush without going offline? Can you adjust your quoted ETAs in real time? Can you see your live queue and throttle order flow without turning off your online ordering entirely?
5	What does setup and real support look like? How long to go live? How does menu management work day-to-day? Is there a human to call when something breaks on a Friday night, or just a help article?
6	Anything else come to mind? If you need any additional help evaluating systems, give us a call. No sales pitch. Just honest help.

