

MENU Link

Integrate third-party ordering channels to maximize efficiency

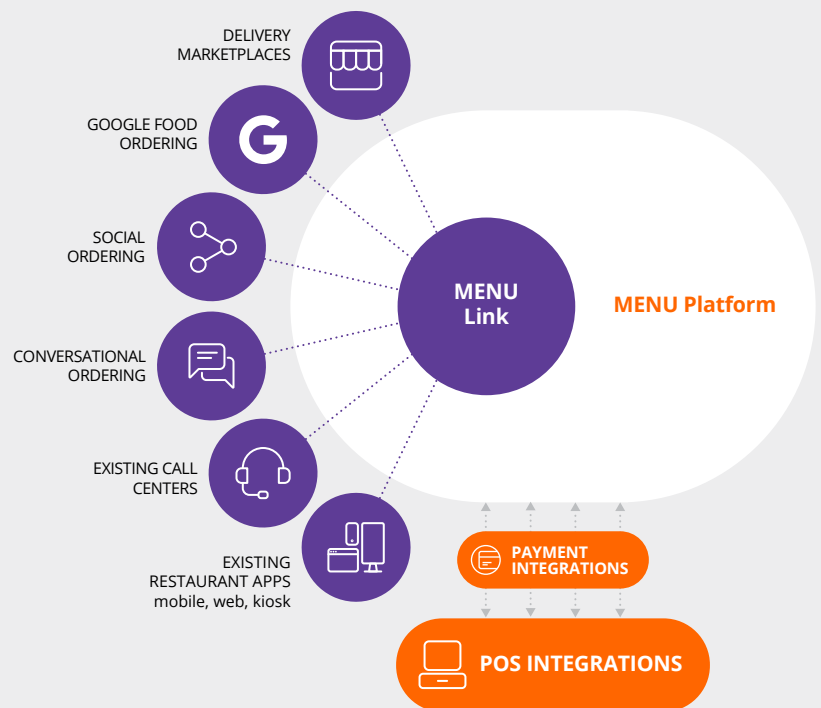


The share of orders received from external ordering channels has been increasing recently and accounts for 25-50% of the overall restaurant sales. However, these orders represent a particular challenge to the restaurant staff. Most restaurants lack POS system integrations for external channel orders, which means that the staff needs to enter them into the system manually reading from disparate tablets. This not only consumes their time but also leads to errors in the orders. Eventually, it has a considerable impact on the sales and overall customer satisfaction.

How MENU Link streamlines your handling of orders from third-party websites & apps

MENU Link eliminates the time-consuming and error-prone hassle of manually entering orders from tablets into the POS system. At the same time, it allows management of the menu offering and price differentiation on any external ordering channel from the MENU Management center in real-time. **MENU Link** is part of a larger ecosystem offered by MENU, which provides fully integrated omnichannel digital order, pay & engagement solutions in restaurants' branding with a comprehensive delivery & dispatch suite.

- Connect easily with an increasing number of global and local delivery marketplaces
- Get your customers' online orders directly from Google in the available countries
- Acquire customers at their preferred point of communication - social & conversational ordering channels, call centers or any new platform
- Already have your branded apps? MENU Link helps you embed them within a comprehensive omnichannel ecosystem.



Single backend to manage entire menu offering for all third-party platforms

MENU lets you establish a single source of truth for all your customer order interfaces to ensure data consistency across all your order touchpoints. This means you can manage your menu offering on any third-party ordering channel from the same backend from where you also manage your direct ordering channels (mobile, web and kiosk).

Automated order injection into POS

MENU Link helps you avoid the hassle of dealing with multiple tablets and eliminate errors resulting from manual entry of delivery orders from third-party ordering channels into your POS. Our extensive POS system integrations ensure that every order from any channel is seamlessly injected into your POS system to ensure order accuracy. This also saves valuable time of your staff during peak hours allowing them to focus on creating the ultimate food experience for your customers.

Expand your delivery system with dispatching capabilities

If you want to go a step further, you can connect all the dots of order fulfillment by adding a separate **MENU Dispatch** functionality that complements **MENU Link**. In this way, you can enable automated dispatching for orders received from your own delivery or alternative external delivery channels, such as Google Food Ordering. Please get in touch with us to learn more about **MENU Dispatch**, which provides delivery anywhere, automatic order assignment, driver tracking and much more.

Key Benefits



Single backend to manage & monitor all orders and channels



Automatic order injection into POS



Real-time menu management



No more hassle with multiple tablets



Syncing menu prices, item availability and store location with POS



Increased order accuracy



Differentiation of prices and offers between channels



Single place for tracking sales data

MENU is a trusted global provider for some of the largest restaurant brands



Interested in more information on how you can benefit from MENU Link?

Contact us now for a free demo

hello@menu.app