

MonkeyCatering™ ROI Indicators

MonkeyMedia Software will bring measurable financial gain to your catering and delivery business based on its positive impact on sales growth, operational efficiency, process standardization and business intelligence.

The following is a summary of where you will see a positive ROI across your operations. Please refer to the MonkeyMedia ROI Calculator worksheet for more details and a list of key assumptions.

Account management

- **Centralized control and visibility over your accounts** - Create, store and retain complete customer records, multiple contacts per billing account, multiple billing addresses, order history, account-level and individual-level notes (e.g. allergies, preferences, etc.)
- **Delegate functionality to your customers to reduce admin workload** - Client-side login provides access to account information, order history and invoices.
- **Closely monitor and sustain customer satisfaction** - Built-in incident/feedback tracking with ability to assign follow-up tasks to managers.
- **Hold your sales team accountable** - Self-contained system for Catering Sales staff to track sales, and manage their accounts.
- **Rapid access to and distribution of invoices and statements for easier and more effective A/R management** – Individual or batch distribution of invoices and statements via email, or print for snail mail distribution. Invoices for house accounts are generated automatically, requiring no additional data entry. Accounting staff can apply payments, reconcile accounts, and export data to financial accounting package.
- **Accurate, detailed reporting on customer profitability** - Ability to perform detailed sales and profit analysis on a per-client and per-account basis to determine ‘value’ of each account; Built-in reports include ‘sleepy clients’ – customers who haven’t ordered since a defined date.

Order processing

- **A single system for taking online, call center and store-level orders** - All orders filter into the same system for production, accounting, and reporting.
- **Streamline order entry and reduce training and labor requirements** - A centralized, standardized interface for call center representatives makes order entry easy and repeatable.
- **Reduce supply-side labor requirements with online ordering** - Taking orders online reduce means you need fewer people taking orders.
- **More efficient order entry** - Easily manage box lunches, platters and special requests down to the item level
- **Reduce supply-side labor required for managing group orders** - Optional group ordering functionality allows individuals within a group to make/modify their own orders.
- **Increase average ticket value with suggestive selling** - Optional suggestive selling module helps increase ticket value by promoting additional items based on selections made. Call center representatives are visually prompted to recommend additional items, as are customers ordering online.

Production

- **Automatically maintain optimal store-level production capacity** - Use custom rules to control hourly order volume and spread production across available capacity.
- **More efficient production execution** – With production details by order, by item, by time required, etc., you can create the view that you need to run your kitchen as you see fit. Pre-formatted worksheets for production, packaging and distribution result in more consistent quality control.
- **A single system to handle multiple production facilities** – stores see only their own orders, while the central administrator can view orders globally.
- **Optimal labor allocation and higher staff productivity** - Enable advance prep of dry goods, beverages, etc. to get a jump on next day's deliveries and to ensure more cost-effective fulfillment and reduced order error, also yielding higher customer satisfaction.

Distribution

- **Better route management** – Built-in driver setup and scheduling lets you proactively manage routes and drivers/walkers to attain an ideal balance between speed, efficiency and customer satisfaction.
- **Improved delivery efficiency** – Automatically generate detailed labels and pack slips for easier distribution. Drivers can also generate invoices to include with deliveries when dropping off.

Overall operations

- **Improved operational efficiency** – a single system that fully integrates sales with production, distribution and accounting. Repeatable, standardized processes reduce training requirements and streamline execution.
- **Increase staff productivity** - Granular user permissions let you assign functionality based on roles, e.g. sales, production, accounting, etc.
- **Repeatable, standardized processes**
- **Real-time price control** – Quickly and easily manage menus and prices to optimize profits.
- **Instant updates to online sales** – Adding, removing or editing items, prices and images takes immediate effect in the call center and online.
- **Easy day-end procedures** – Simplified store-level and global procedures for locking daily business and generating key metrics
- **Make better strategic decisions based on real data** – Detailed, real-time reporting gives you access to key store-level and global data to support strategic decision making. Includes information on sales, accounts, menu items, payments, refunds, credits, order method, customer satisfaction and more.

Get Serious about catering™.

Achieve measurable improvements in efficiency and effort throughout your business.
Contact MonkeyMedia Software today to learn how.

www.monkeymediasoftware.com

monkeys@monkeymediasoftware.com

1-877-6-MONKEY (666-6539)