

ONLINE ORDERING EXPERIENCE

Take your business to the next level with the CaterTrax Online Ordering Experience (OOE), a modern look and feel for your website. Built with responsive design, our Online Ordering Experience is compatible across devices so customers can access your site wherever, whenever.

Inspired by global marketplace trends and retail best practices, our design offers an elevated user experience. Each web element (from homepage to menu to check-out) has been carefully crafted and includes exclusive features to help your customers easily navigate your menu and place orders.

Refresh your website with the CaterTrax Online Ordering Experience—a seamless solution to getting food into customers' hands (and, eventually, their stomachs).

FEATURES

STREAMLINED EXPERIENCE

Influenced by retail best practices, OOE's intuitive design provides customers a simple, straightforward way to navigate your menu, place an order, and complete the check-out process.

- Reach your customers wherever they are. OOE uses responsive design, making it mobile-friendly and compatible across multiple devices.
- Make it easy for customers to find what they need with our menus that display categories, sub-categories, or a smaller list of products directly from the main navigation.
- Keep all important information in one place with custom messaging in the menu dropdown and/or on the menu pages. You can include contact information, hours of operation, and more.
- Let customers see available ordering times and set up their delivery method with our Take-Out solution.
- Help your customers organize their selections with our convenient slide-out shopping cart, accessible from any page. Need guest checkout? We've got you covered. When enabled, guests can check out directly from the cart, without having to sign in.

CUSTOM BRANDING AND MESSAGING

- Apply your brand design throughout your website with logos, customized colors, and more.
- Display a gallery of product photos with your menu and reel in customers with mouthwatering images.
- Communicate special and time-sensitive messaging with our custom content block. Add a start and end date for your messages so you can promote limited-time offers and critical notices.
- Utilize the dedicated client footer to include your business information.

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EXCLUSIVE UPDATES

With OOE, your site will always be ready for our latest and greatest features. Check out our current features only available with OOE.

- **All Day Ordering** is available for our Catering solution. It gives customers the ability to specify event details and order for multiple service times, all under one event and Master Invoice.
- **Group by Guest** allows customers to add names to individual order items and supports safe packaging for daily operations. It can be enabled for our Catering and Take-Out solutions.
- **Group Ordering** is coming soon to our Take-Out solution! Each person in a group will be able to select their items, and all items will be consolidated into one order and payment.

CUSTOM SOLUTIONS

Enhance your site further with custom solutions for Online Ordering Experience. We can help you:

- Utilize different fonts
- Redesign your menu grids
- Custom develop your home page
- Adjust images and sizing
- Add messaging to the sign-in drop-down
- ...and more!

Let us know what you need, and we will work with you to create a custom solution for your site.

IMPLEMENTATION

Online Ordering Experience is available for Catering, Take-Out, and Floor Stock solutions. For pricing information and more details, please contact marketing@catertrax.com.

SUPPORT

The CaterTrax Online Ordering Experience is supported by our superior client services team. Whether you have questions post-implementation or need a personalized training session, our team is here to set you up for success.

INTERESTED?



For more details on how you can streamline your site with Online Ordering Experience, please email marketing@catertrax.com.