



# ezCater Training Webinar

Grab a snack and sit tight - we'll be starting shortly



# Welcome to ezCater!

**Solutions to help you grow and manage  
your catering business from customer  
acquisition through professional, reliable  
delivery**





Q&A



Chat

**Please post your questions in the Q&A portion  
of the zoom - NOT the chat**



# Meet the Team



**Erich Paquette**

**Sr. Solutions Enablement Trainer**



# Fueling food for the workplace



# Connecting you to high value customers

The go-to option

# 99%

of our customers say ezCater is their go-to option when ordering food for work.\*

\*Source: ezCater 2024 Food for Work Report

Expand your reach

# 70%

of customers personally ordered from a restaurant after first trying it through an employer-provided meal.

## Partnering with top companies across industries

ezCater continues to expand our relationships with major companies — and bring those orders to you.



# How is ezCater different?

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## Food for the workplace

- Food for scheduled meetings, events, employee lunch, etc.
- 97% of orders are delivered
- Business catering is high stakes



## Order timing

- Placed in advance
- Weekday orders
- 70% of orders fulfilled before 12 PM



## High value customers

- \$420 AOV, 25 avg. headcount
- 39% of customers order at least once a week (2024)
- **Halo effect:** expand your reach and build your brand awareness



## 24/7 support

- 5-star, award-winning customer service
- 24/7 and 365 days a year
- Phone, chat or email support

# Reliability



# How ezCater defines reliability:

*A reliable order is on time, in full and exactly as expected by the customer*

Our customers plan their events with the expectation that the food will arrive and be ready to eat at the time they requested. When things go wrong it can cause frustration and even cost people jobs, clients, their reputation, and money.

Please review our [Operational Metrics](#) to understand how to be a high performing catering partner on the ezCater Marketplace and attract repeat customers.



# Operational Metrics

Metric	Goal	Calculation
Rejection rate*	$\leq 0.5\%$	Rejected Orders / total orders
Cancellation rate*	0%	Cancelled orders / total orders
On-time delivery (in-house delivery)	$\geq 95\%$	% of orders delivered within the delivery window
Order accuracy	$\geq 99\%$	% of orders <u>without</u> customer reported issues
Ready for Dispatch*	$\geq 95\%$	% of orders ready at scheduled pickup time
Delivery tracking**	$\geq 99\%$	% of orders where a driver is assigned and status updates are recorded
On-time acceptance	100%	% of orders accepted within the first 15 minutes (during operating hours)
Star rating	$\geq 4.8$ stars	Average order rating from customer reviews

# Reliability Rockstar

The Reliability Rockstar program celebrates and highlights the most reliable and high-performing caterers



## Congratulations, you are a Reliability Rockstar!

ezCater marketplace customers will see this badge next to your restaurant. Keep it up!

[How the Reliability Rockstar program works](#)

### How you're trending

To make sure customers know who's most reliable right now, we badge Rockstars based on the most recent 90 days.

Orders ⓘ

25

Order volume

👍 Goal: 6

[All orders](#)

0%

Rejected

👍 Goal: 0.5%

[Rejections](#)

0%

Canceled

👍 Goal: 0%

[Cancellations](#)

100%

Order Accuracy

👍 Goal: 99%

[See details](#)

Deliveries ⓘ

100%

On-time

👍 Goal: 98.5%

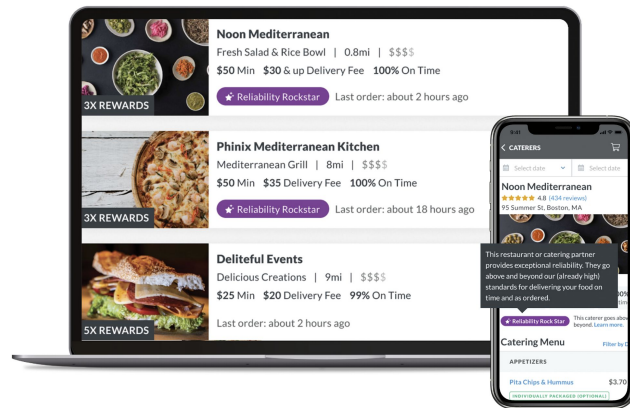
[All deliveries](#)

100%

Delivery Tracking

👍 Goal: 75%

[See details](#)



## What you'll get:

- Increased visibility in search results
- *Reliability Rockstar* badge (as shown above)
- Appear in search filter for Reliability Rockstars

*Reliability Rockstar is evaluated on a rolling 90-day basis*

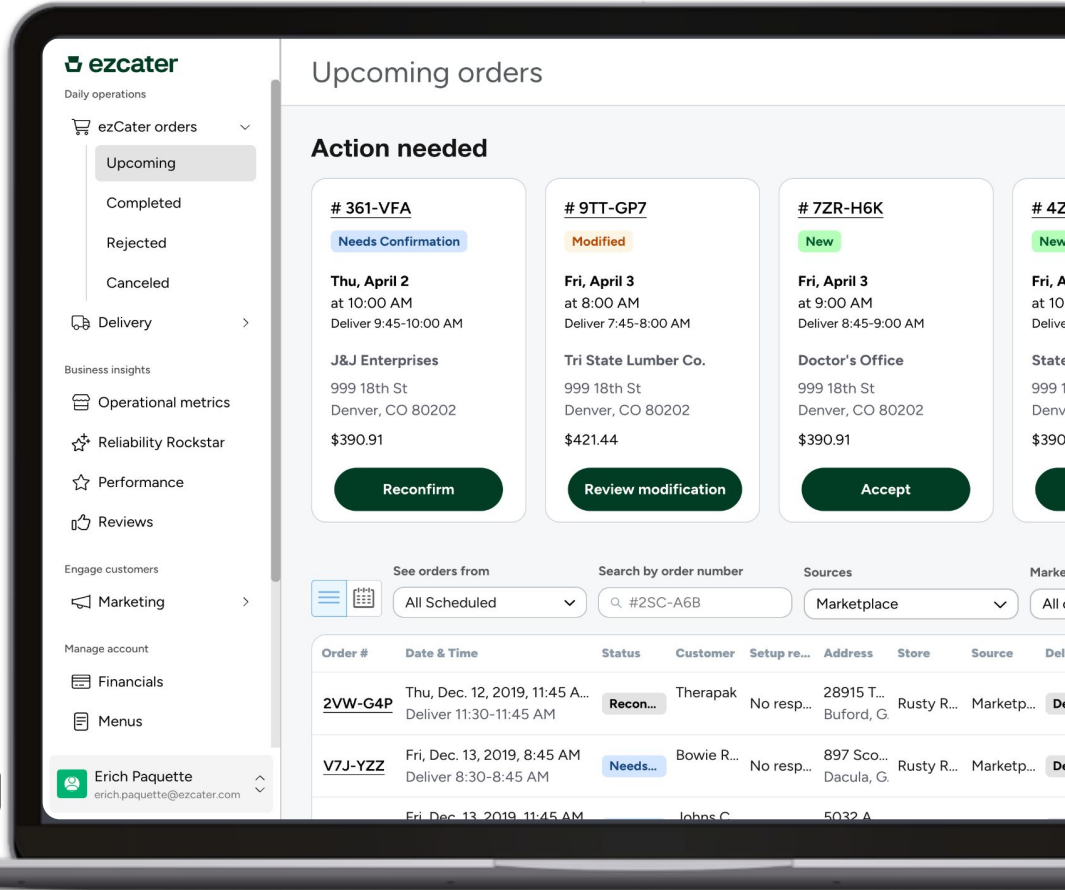
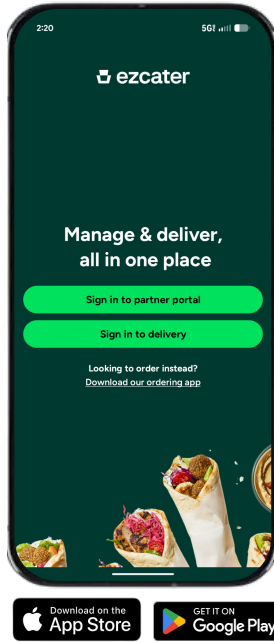


# Order lifecycle



# What is the Partner Portal?

This is your homebase for all things ezCater. Manage your orders, users and account all in one place



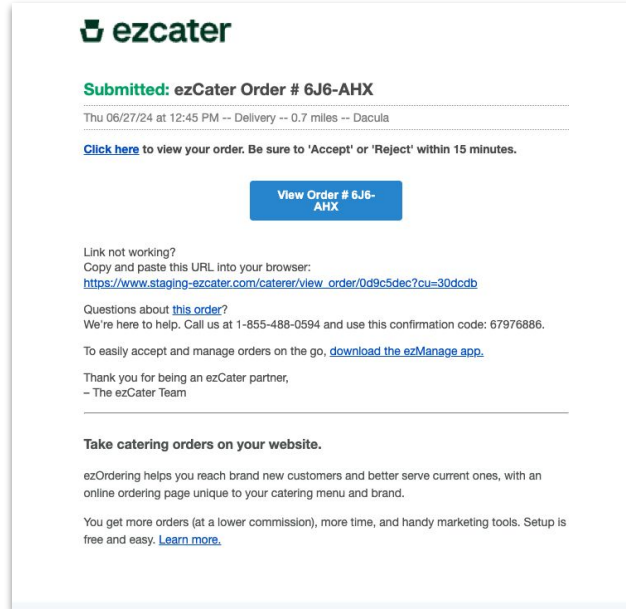
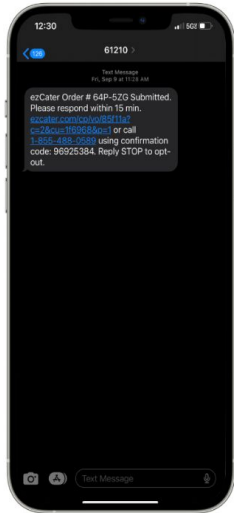
## Login to your portal:

- [partnerportal.ezcater.com](https://partnerportal.ezcater.com)
- ezCater for Restaurants app
  - [iOS app](#)
  - [Android app](#)

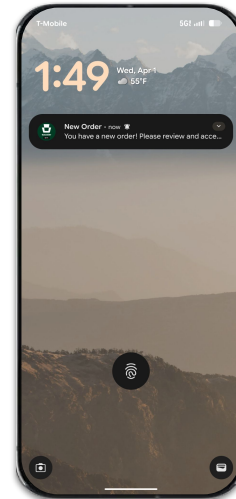


# Order notifications

## Text & Email



## Push Notifications (app)



*Orders notifications will send as soon as the customer places their order. Please accept the order within 15-minutes to receive a boost in the search rankings, and avoid our automated phone calls.*

# Accept the Order (web-browser)

## Order Details

### Action Needed

# TWQ-332

New

Fri, April 10

at 9:00 AM

Deliver 8:45-9:00 AM

Law Office

999 18th St

Denver, CO 80202

\$390.91

Accept

[← Back to Orders](#)

Order # TWQ-332 Marketplace

Accept

Reject

[Download PDF](#)

Print order

Order on Friday, April 10, 2026 at 9:00 AM

New Delivery

Headcount  
25 people

Store  
Rusty Russells  
B.B.Q., #1234  
999 18th St, Denver,  
CO, 80202

Customer requested  
delivery time ⓘ  
9:00 AM

Delivery window ⓘ  
8:45-9:00 AM

Confirmation code ⓘ  
98375392

Deliver to

[Assign in-house driver](#)

[Request Dispatch](#)

**Law Office**  
999 18th St, Denver, CO, 80202 (< 1 mi)

Setup required ⓘ  
Yes

Upon Delivery Ask For  
Jane Sample

Phone  
617-936-7237

Delivery Instructions  
Park at front entrance and  
check in with front desk.  
Bring order to board room  
for setup

Request a change

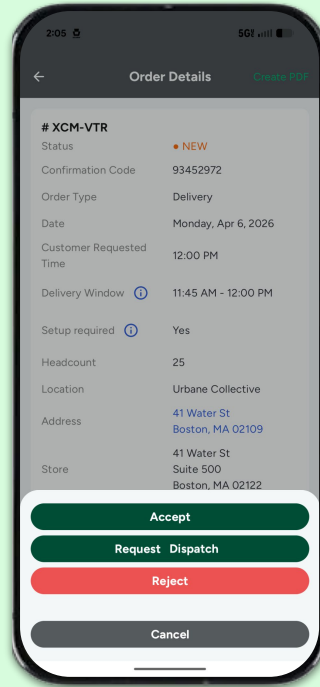
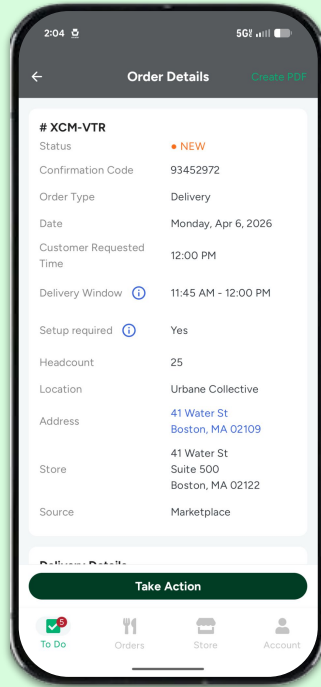
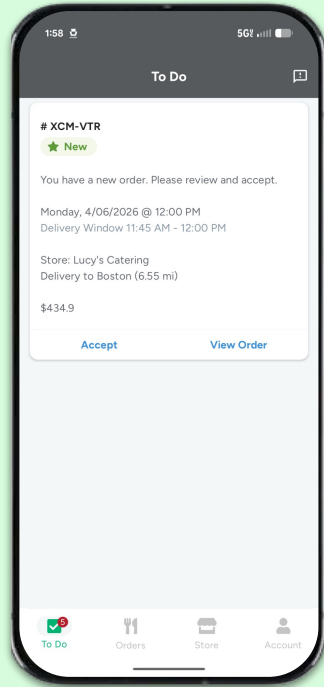


You can specify the change or ask for more information. The customer gets a message they can respond to directly.

[Create request](#)



# Accept the Order (app)



Click here to download



Read [this article](#) for a walkthrough on accepting orders in the app



# Auto-Accept orders

## How it works:

Have all orders under a chosen threshold to be automatically accepted. Orders over the set value will need to be manually accepted

## How to set:

1. Toggle setting on under *Daily Capacity Limit* setting
2. Choose your Auto-Acceptance Limit
3. Set a Capacity Limit
4. Turn on Automatic Temporary Closures to be set when you reach your capacity

Turn on auto-accept? ✕

It looks like you don't have temp closures turned on. **We highly recommend you do this if you'll be auto-accepting orders.** Set your capacity limits to prevent getting more orders than you can handle.

Enter the order value at which you still want to manually review orders. Orders below this amount will be automatically accepted.

Auto-acceptance limit

Cancel Turn auto-accept on

Read our Help Center [article](#) to learn more!



# Re-confirmation

Due to the nature of our orders (large, high value, placed in advance) we re-confirm orders the day before to ensure no order is missed or forgotten

## Re-confirmation notes:

- Email/text notifications sent 24 hours before
- Re-confirmation task appears 24 hours before delivery time
- Click “Reconfirm” on the task card or when viewing the order details page
- If orders are not reconfirmed, our automated phone calls will reach out starting 4 hours before delivery

## Action Needed

# 361-VFA

Needs Confirmation

**Thu, April 2**

at 10:00 AM

Deliver 9:45-10:00 AM

**J&J Enterprises**

999 18th St

Denver, CO 80202

\$390.91

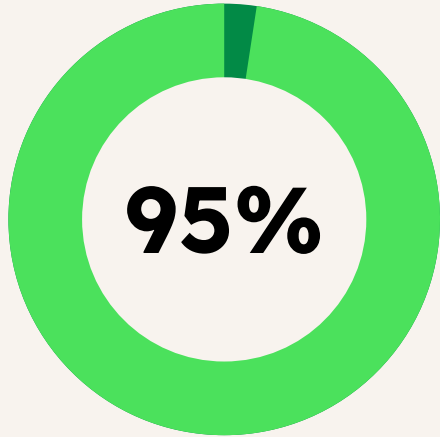
Reconfirm



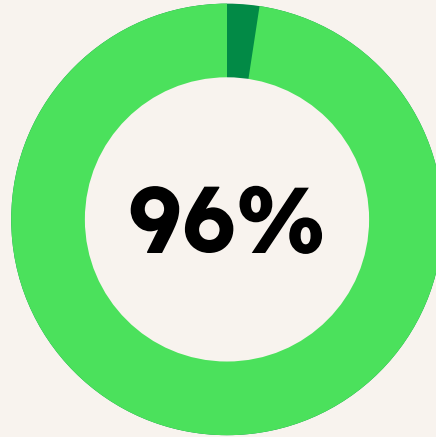
# Delivery



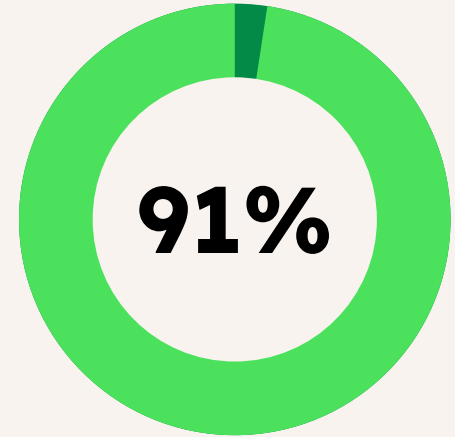
# Customers want delivery tracking



Would like to have delivery tracking updates for all of their catering orders



Feel more confident when placing an order knowing they'll get delivery tracking updates



Feel less stress when delivery tracking updates are available

SURVEY DATA



# New Delivery Tracking Standards

ezCater customers demand visibility into their deliveries. To better serve our customers, any orders **not fully tracked** will incur a fee of \$2.25\* (shown below)

<b>Subtotal</b>	\$322.00
<b>Delivery Fee</b>	\$20.00
<b>Delivery Tracking Fee</b>	-\$2.25

Read [this article](#) for more information

## View/dispute issue

Issues reported with this order

Delivery Issue

- The order was not tracked during delivery

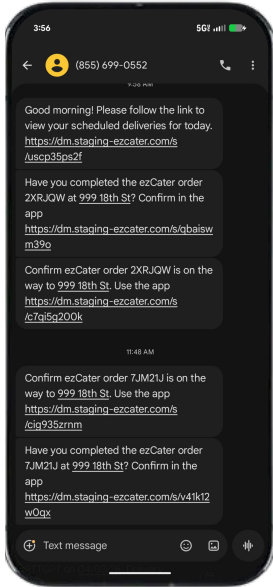
Dispute an issue

Any orders with **untracked, partially tracked or outsourced** delivery (third-party drivers) will show an order issue

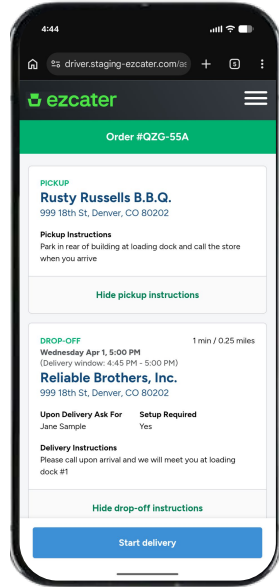


# Driver Management

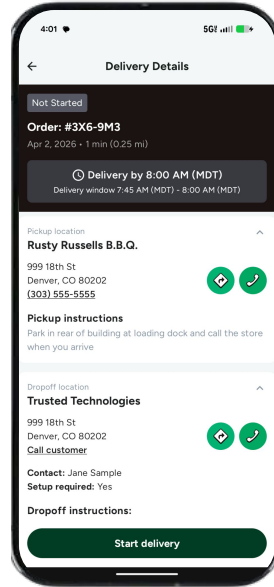
Tools for your drivers to manage deliveries and provide tracking information



Assign an in-house delivery driver to send driver access to delivery tracking tools

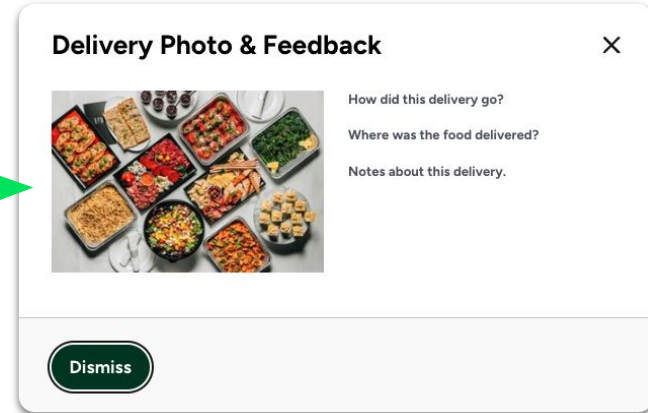


Driver follows the link to a mobile web-browser or to the ezCater for restaurants app



The driver marks the order as "in-progress" and then "completed"

With the app, drivers can provide live GPS tracking and setup photos



Drivers can:

- Access order/delivery details
- Send delivery updates to customer or live GPS tracking (app only)
- Call the customer from a masked number
- Provide a photo of the delivery setup (app only)



# Tracking Deliveries

## Delivery → Deliveries in Partner Portal

Order No.  
**#3X6-9M3**

Store  
Rusty Russells B.B.Q. 999 18th St

Location  
**Trusted Technologies**  
999 18th St  
Denver, CO 80202

Customer Contact  
**Jane Sample**  
(617) 936-7237

Customer requested delivery time ⓘ  
2:30 PM MDT

Delivery window ⓘ  
2:15 PM MDT - 2:30 PM MDT

Setup required  
Yes

Driver  
**Erich Paquette**  
(555) 555-5555

Total	Tip
\$398.00	\$79.60

Status

**Delivery completed**

- ✓ **Picked up from restaurant**  
Completed 2:15 PM MDT
- **Arrived at drop-off location**  
In Progress
- ✓ **Food delivered**  
Completed 2:15 PM MDT

[View Photo & Feedback](#)

**Hide completed delivery information**

### Delivery Photo & Feedback



How did this delivery go?  
Where was the food delivered?  
Notes about this delivery.

Dismiss





# Self-Delivery Best Practices

- Double-check the orders against the printout to ensure that everything is packaged correctly
- Aim for the beginning of the delivery window to account for traffic, parking and navigating to the delivery location
- Call the on-site contact or ezCater if you are running late or if in need of any assistance
- Connect with the on-site contact when you arrive to confirm that everything has been delivered accurately
- Provide delivery feedback and a photo of delivery setup as proof of a job well done (photo w/ app only)

# Dispatch Delivery

## What is Dispatch?

- Nationwide network of reliable delivery partners able to handle delivery for you
- Deliver orders up to 20 miles away (most metros)
- Automatically provides delivery tracking to customers
- Our partners include:
  - Elmas Enterprises, Dlivrd, Zifty, Falcon Express, Senpex and more

## How does it work?

- Delivery partner is assigned to an order
- We tell you who the partner is and what time they'll be on-site for pickup
- Hand over the order to the driver in full and on-time
- We handle all delivery driver and customer communications
- Customer tips bypass restaurant and go to delivery partner



# Dispatch On-Demand

## How it Works:

- ✓ Request a driver up to 90 minutes before delivery for any orders < 20 miles away
- ✓ Delivery partner will be assigned and order will be updated with pickup time
- ✓ You prepare and package the order by the specified pickup time
- ✓ Confirm the full order with the driver and ensure they have everything before leaving
- ✓ Track the delivery in your Partner Portal

## Pricing & Payment

- Customer pays you your established delivery fee
- We charge you the Dispatch fee
  - Order subtotal up to \$300: **\$30** flat fee
  - Order subtotal > \$300: **10%** of subtotal
- **You are responsible for any difference between customer's delivery fee and Dispatch fee**
- Customer tips pass-through to delivery partner
- No signup or monthly fee to request



# Automatic Dispatch

- ✓ Customer places an order and we automatically match a delivery partner
- ✓ When you receive the order you'll see which partner is assigned and the scheduled pickup time
- ✓ Prepare and package the order by the specified pickup time
- ✓ Confirm the full order with the driver and ensure they have everything before leaving
- ✓ Track the delivery in your Partner Portal



# Automatic Dispatch Pricing

## Definitions:

### Delivery Fee

Fee paid by the customer, to the restaurant

### Dispatch Fee

10% of the food subtotal, with a minimum of \$30.

### Delivery Commission

Delivery fees are subject to commission based on the order source (ie. Marketplace is 15%).

### Effective Cost

Dispatch fee always = customer delivery fee.  
Therefore effective cost = commission rate x delivery fee.

## Example Marketplace order

When using Dispatch for all your orders, we match the customer-facing delivery fee to the cost of Dispatch

<b>Food Subtotal</b>	<b>\$200.00</b>
<b>Delivery Fee</b> (Paid by your customer)	<b>+\$30.00</b>
<b>Dispatch Fee</b> (Paid by you to ezCater)	<b>-\$30.00</b>
<b>Delivery Commission</b> (15% for Marketplace)	<b>-\$4.50</b>
<hr/>	
<b>Effective cost paid for Dispatch</b>	<b>-\$4.50</b>

The Dispatch cost is always 10% of food subtotal (minimum \$30)

**\*\* All customer tips are passed directly to the delivery partner \*\***

# Tracking Dispatch Delivery

## Real-time GPS tracking:

- Available through your portal starting 15 minutes before pickup time
- Track your driver until the delivery is complete
- Access via the *order details* page or in the *Deliveries* tab



This order has live delivery tracking

View

### Live Delivery Tracking

ORDER ID # A16-E92

**Carmen has delivered your order**

Confirmed ✓ Picking up ✓ Picked up ✓ En route ✓ **Delivered** ✓

DELIVERED AT:  
**12:43 PM CDT**

**YOUR DRIVER:**  
Carmen

<b>RESTAURANT</b> Potbelly Sandwich Shop 2239 N Prospect Ave Milwaukee, WI 53202	<b>DESTINATION</b> CSM Hospital 2301 N Lake Dr Milwaukee, WI 53211
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**DROPOFF INSTRUCTIONS:**  
meet at main entrance off of Lake Dr.

[How did delivery tracking work? Let ezCater know.](#)

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# Dispatch Best Practices

- Double check the pickup time on the day of the order
- Utilize the order printout as a checklist to ensure accuracy
- Set pick-up instructions in your Settings tab
- Confirm order number with the delivery driver
- Do not provide drivers with any equipment you want returned
- Call us immediately if you need support: 1-800-488-1803
- Review [Best Practices Article](#) in Help Center



# Financials



# Selling Fees & Payout



## Commission:

- 15% Marketplace | 7% Online Ordering

## Payment Transaction Fee:

- 2.99%



Payments sent weekly on Tuesdays via ACH direct deposit



Billing cycle: Monday-Sunday

## Example Order

<b>Food and beverage total</b>	Subtotal	\$443.74
<b>Customer facing delivery fee set by location</b>	Delivery Fee	\$44.37
<b>Sales tax paid by customer</b>	7.35% Sales Tax	\$35.88
<b>Sales tax remitted in <u>certain states</u></b>	Sales Tax Remitted by ezCater	-\$35.88
	Tip	\$88.75
<b>Total</b>		<b>\$576.86</b>
<b>2.99% (subtotal + delivery + tax)</b>	<b>Payment Transaction Fee</b>	<b>-\$14.41</b>
<b>(subtotal + delivery fee)</b>	<b>Commission</b>	<b>-\$73.22</b>
<b>Caterer Total Due</b>		<b>\$489.23</b>

Click to learn more about tax remittance



# Partner Portal Demo



# Training Recap

- Reliability is the key to success
- Be responsive
- Keep your team informed
- Provide delivery tracking on every order
- Be punctual
- Monitor your metrics and performance





# Contact Info

## Live order support:

- (800) 488-1803
- [support@ezcater.com](mailto:support@ezcater.com)
- Chat in the *Partner Portal*

## Account/payment support:

- [partnersuccess@ezcater.com](mailto:partnersuccess@ezcater.com)

## Menus & Photos:

- [menus@ezcater.com](mailto:menus@ezcater.com)
- [photos@ezcater.com](mailto:photos@ezcater.com)

## Dispatch:

- [delivery@ezcater.com](mailto:delivery@ezcater.com)

## Partner Operations:

- [partner-ops@ezcater.com](mailto:partner-ops@ezcater.com)

## Onboarding:

- [onboarding@ezcater.com](mailto:onboarding@ezcater.com)

## API support:

- [api\\_support@ezcater.com](mailto:api_support@ezcater.com)

## Taxes:

- [taxteam@ezcater.com](mailto:taxteam@ezcater.com)

