

ezCater Training Webinar

2024

Growth through the ezCater marketplace

ezCater is the go-to solution for food at work with orders from 93% of Fortune 500 companies. 12,000 5-star reviews on Trustpilot, award-winning customer service, and business-grade solutions make ezCater the trusted partner for both catering customers and restaurant partners.



Incremental, high-value orders — \$400+ avg. check size.



Your brand is found when busy customers are looking for catering near you.



24/7, 5-star customer service makes sure things go perfect.

Average Check Size

\$400+

People Served

250M+

Catering Partner
Reviews

13M

Understanding customer priorities

When orders are late, in minor situations it can cause frustration and in major situations, it can cost people jobs, clients, their reputation, and money.

SURVEY DATA

Top customer priorities

#1

Food arrives
on time (or 10-15
minutes early)

#2

Driver confirms the
full order before
leaving

#3

Delivery tracking

How ezCater defines reliability:

We define a **reliable order** as one that is delivered **on time, in full, and exactly as expected** by our customer.

How do we measure your performance?

Metric	Goal	What factors into this?
On-time acceptance	≤15 minutes	% of orders accepted within 15 minutes of order submission. (within business operating hours)
Order accuracy	≥99%	Customer reported issues relating to accuracy: missing food, missing utensils, dietary requests not accommodated, special instructions not followed, food not edible, wrong delivery location, delivery instructions not followed, etc.
Delivery updates	≥99%	Total % of orders that have an in-house driver assigned and delivery status updated vs. ezDispatch (api tracked orders)
Food Ready for ezDispatch	≥99%	ezDispatch driver reported lateness issues: food is not ready by pick-up time on print-out..
Avg star rating	≥4.8	Reviews from ezCater orders.
Rejection rate*	<.5 % of orders	Rejected orders/total orders
Cancellation rate*	<.1%	Canceled orders/total orders
On-Time delivery (self- delivery)	≥99%	Issues relating to lateness reported by the customer. (self-delivery)

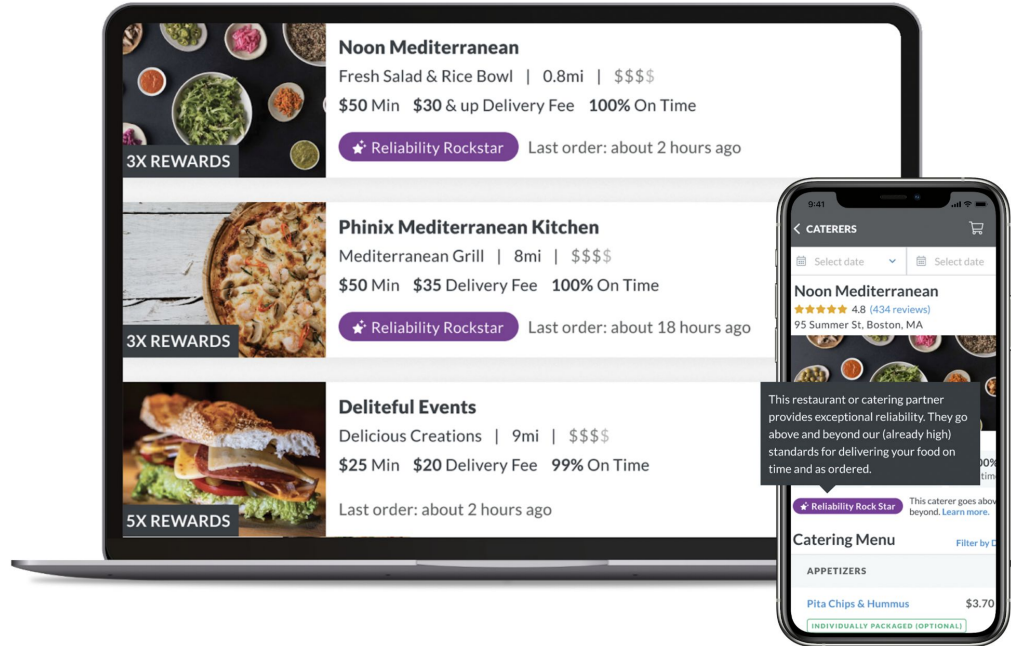
* = Falling below operational standards could lead to your store being paused

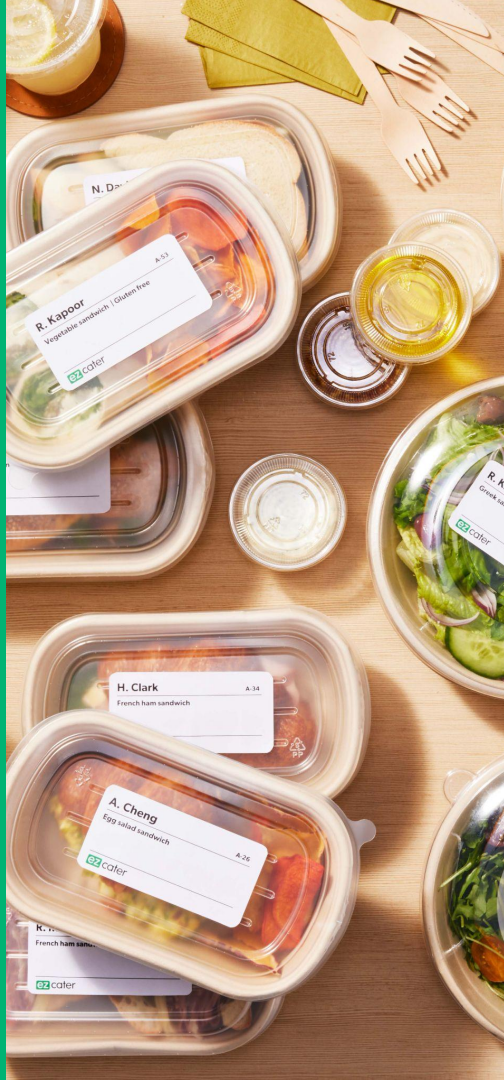
Reliability Rockstar Program

The Reliability Rockstar program **celebrates and highlights the most reliable and high-performing caterers** on the ezCater Marketplace. Be seen in the carousel at the top of the search results to help customers find you faster. Catering partners that qualify for the Reliability Rockstar program see a 25% increase in orders.

Program Requirements:

- 6+ orders in 3 months
- No cancellations
- No rejections
- 98.5% on-time deliveries





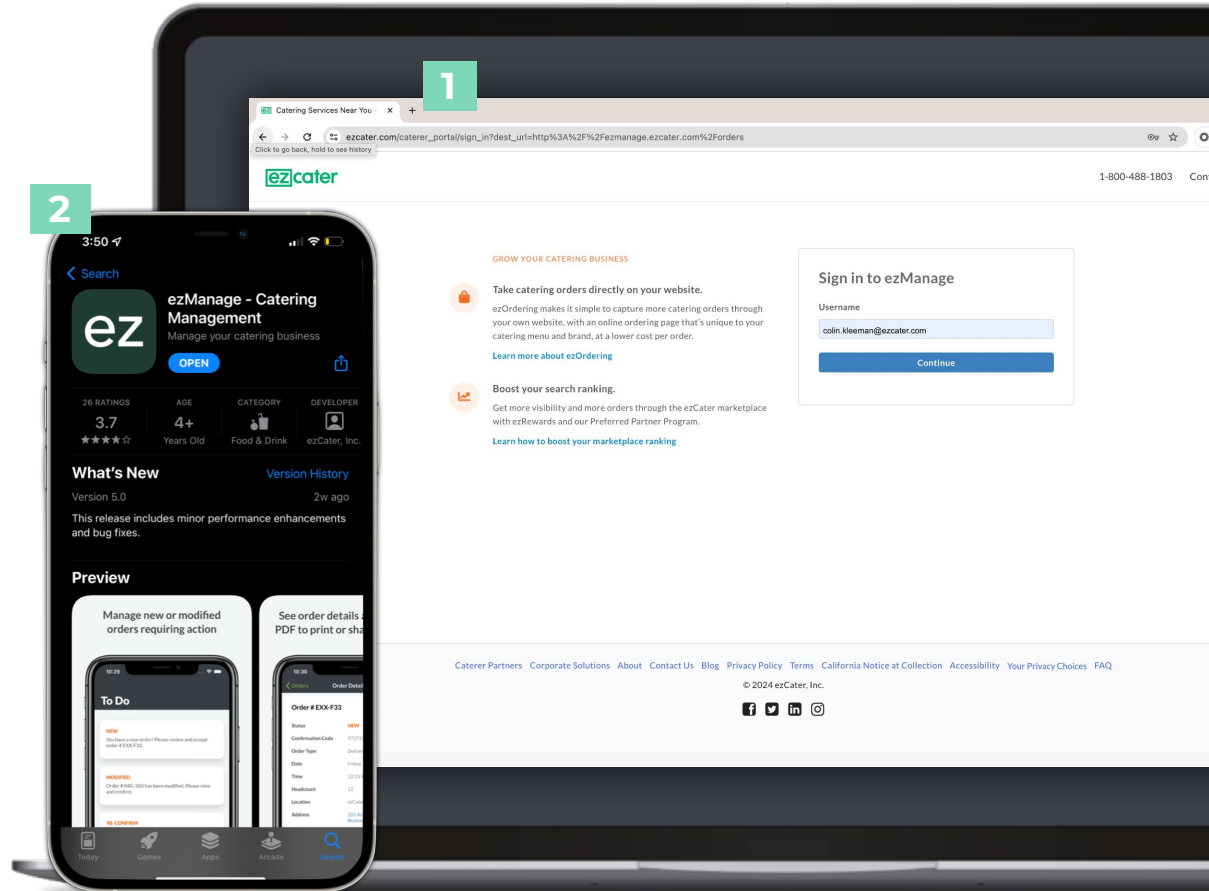
Accepting Orders

How to access ezManage

1 Sign in at ezmanage.ezcater.com

2 On your Apple device open the **App Store**. Search for **[ezManage - Catering Management](#)** and download our app. Once you open the app, login with your ezManage credentials.

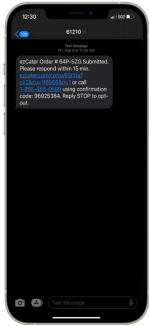
Reach out to partnersuccess@ezcater.com if you don't know your login credentials



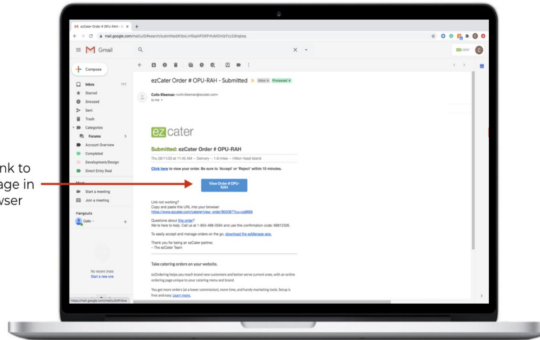
Order Notifications- Order Acceptance, Modifications, Cancellations

Text & Email

Follow the link to open ezManage in a web browser

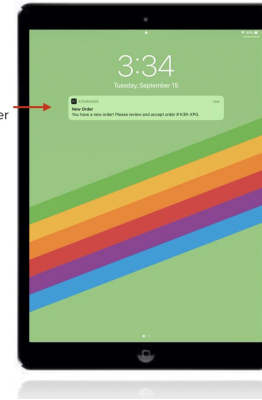


Follow the link to open ezManage in a web browser

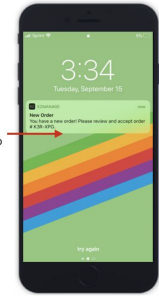


iOS Push Notifications

ezManage push notifications will appear in Notification Center



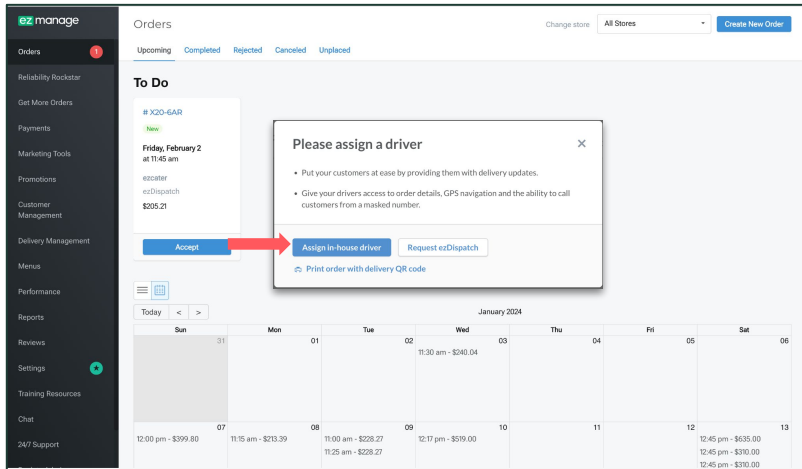
View Order in ezManage App



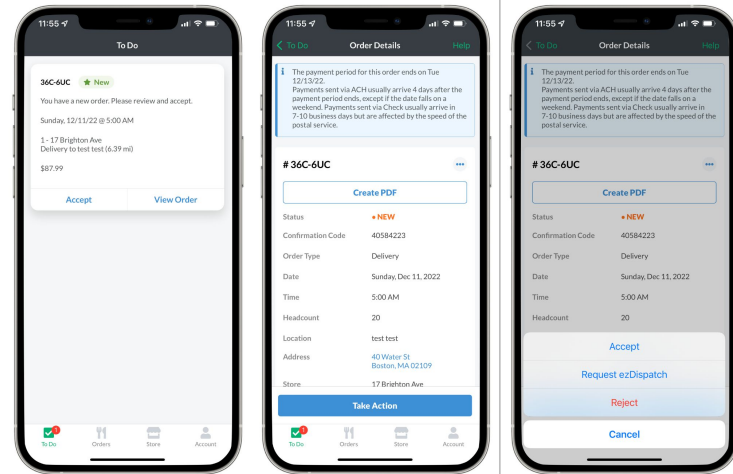
Please accept the order within 15-minutes to receive a boost in the search rankings, and avoid our automated phone calls.

Order Acceptance

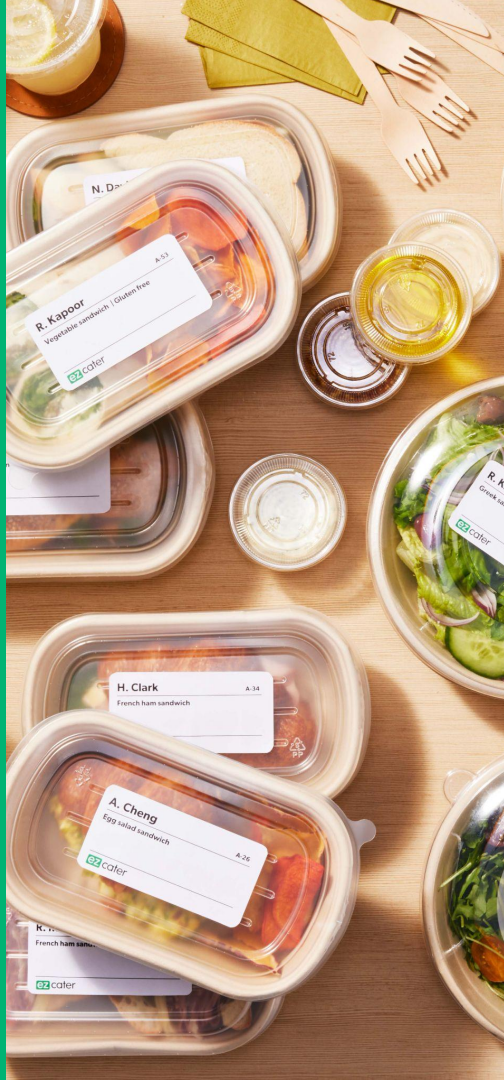
Web Browser



iOS App



1. Once an order is submitted, you'll receive order notifications. Open the notification, or log into ezManage to accept the order. *(Please accept the order within 15-minutes)*
2. Make a plan for how you'll be handling the delivery (self-delivery or ezDispatch). We recommend printing the order at the store for your staff to view and prepare.
3. Order reminders are sent 24 hours prior to the event time. *(Please reconfirm the order within ezManage to avoid automated phone calls).* No reminders are sent for orders submitted within 24 hours of the event time.
4. It's the restaurant's responsibility to deliver the order on time, in full, and as expected. If you plan on utilizing ezDispatch, please confirm the 6-digit order number with the driver, and use the kitchen print-out as a checklist to make sure all items are provided. Make sure to have the food ready by the specified pick-up time listed on the print out.



Delivery Management

Delivery Tracking

Provide customers with real-time delivery updates by assigning a driver.

Caterer

- Caterers have the flexibility to choose whether they deliver with their own in-house drivers or utilize our nationwide ezDispatch delivery network.

Assign in-house driver

Request ezDispatch



In-House Delivery Driver

- Drivers have access to all order and delivery details through a text message, or by using our Apple and Android apps.
- Customers receive real-time delivery updates once the driver is on the way, and again once the order is delivered.



ezDispatch

- Request a driver up until 90 minutes prior to the event time, or have a driver assigned on every order by getting set up with Automatic-ezDispatch.
- ezCater performs ongoing performance reviews with our Delivery Partners to ensure excellent service.

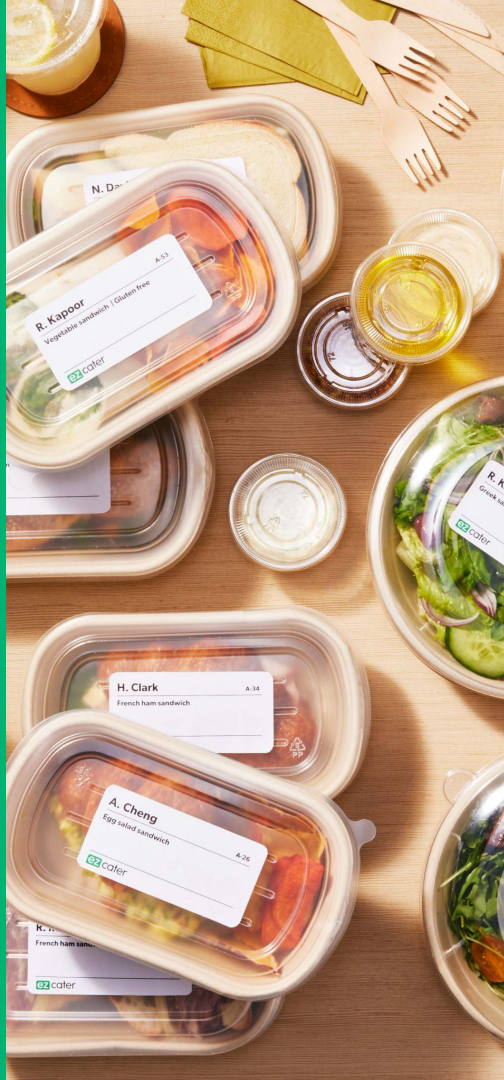
Customers

- Customers receive real-time delivery status updates to their phone, providing peace of mind their order will arrive on-time.

Your food has left Lucy's Catering and is on its way.

Your food has been delivered to Johnson Stark.





ezManage Live Demo

Support

- **Order support:** (800)488-1803 or support@ezcater.com
- **Account Changes/Assistance:**
partnersuccess@ezcater.com
- **Menu Updates/Questions:** menus@ezcater.com
- **Photo Updates/Questions:** photos@ezcater.com
- **Delivery:** delivery@ezcater.com
- **Payment:** getpaid@ezcater.com

