



# Market your online F&B ordering platform for maximum success

Top marketing tips to drive guest usage, boost guest spend and supercharge order volumes with online F&B ordering.





# Meeting Guest's Mobile Needs

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Many hotels are turning to online F&B ordering platforms to boost revenue and enrich the guest experience, especially in light of today's staffing challenges and growing revenue targets.

Having a platform is just not enough – it needs to be promoted and marketed to ensure success.

- Are you experiencing low guest uptake of your online platform and low order numbers?
- Is your F&B revenue lagging and are your operations costly?
- Do you want to enrich and satisfy your tech-savvy guest's needs?
- Do you want to supercharge average guest spend?
- Do you want to free up your staff's time and combat workforce shortage?

If you answered 'yes' to any of the above, read on...

Online F&B platforms are a great way to boost income and save resources. However, hotels and restaurants still need to promote their online ordering platform to sustain growth and fulfil expectations.

And mobile dining is not just a proven revenue generator and resource-saver; today's travellers' service expectations are centered around self-service and a digital experience:



- 73% of travelers want to use their mobile devices to manage their hotel stay and self-serve.
- 80% of diners prefer a restaurant experience that has technology.
- Guests are keen on convenience (viewing menu, ordering, paying, tipping), and accessing information online (wait times, order status, menus, nutritional/allergen info)
- Optimising guest services across your hotel leads to higher rates of guest spending as well as increased guest satisfaction.
- 48% of guests said the ability to order food, tip staff & make payments via their own mobile device would influence where they dined.

## Good news is, there's help in sight...

IRIS, a global market leader in digital F&B ordering, guest directory and concierge solutions for hotels, has put together these marketing tips to highlight how you can leverage your online ordering platform to:

- **Reach more guests**
- **Deliver a richer, more personalised experience to guests**
- **Boost guest spend and revenue**

[Read on for our 15 top marketing tips](#)





## 1. Make your QR codes visible and accessible

Increase access to your digital menu by displaying QR codes on your website, hotel literature and social media pages. QR codes should be highly visible throughout the property too e.g. on tables, digital screens, key cards, in guestrooms, the lobby, lifts and other common areas to encourage guests to use the platform.

Displaying QR codes at the poolside (e.g. on sun loungers, cabanas, tables etc) also drives uptake and when the sun loungers and cabanas are numbered, staff are provided with an accurate delivery location which helps streamline processes and reduce delivery times.



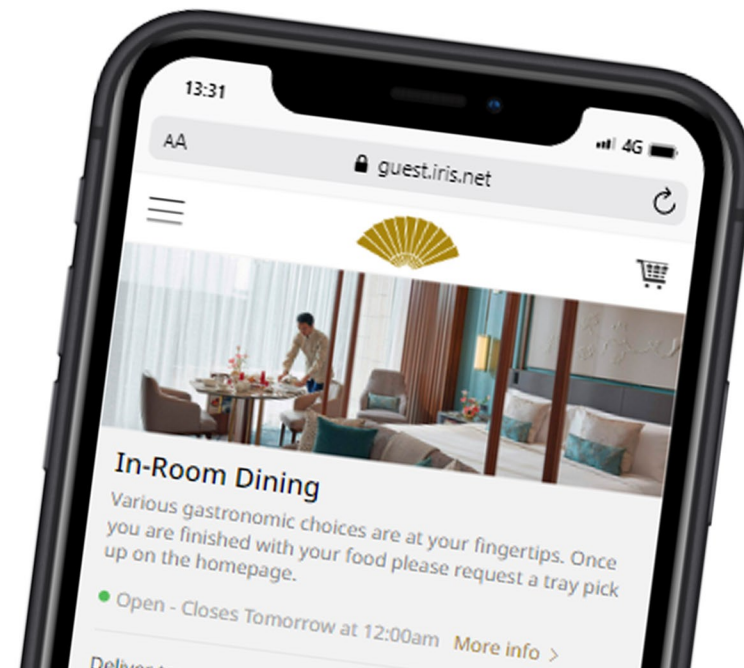
## 2. Communicate pre-stay

Send details to your guests on pre-stay emails. Guests can have the QR code and link on their phones and peruse the menu ahead of their stay so they are ready to order as soon as they arrive.

Additionally, if the hotel has an 'Advance ordering' feature, guests can pre-order items such as groceries, toiletries and amenities ahead of their stay, so their favourite items are stocked in their room or villa for when they arrive.

## 3. Promote your digital menu during check-in

The check-in process is the first point of guest interaction and a great time for your team to highlight the app and give them the QR code or link to the digital menu. It's the perfect opportunity for your team to promote the benefits and answer any questions the guest might have.



## 4. Provide a seamless user experience – with all the tricks of the trade!

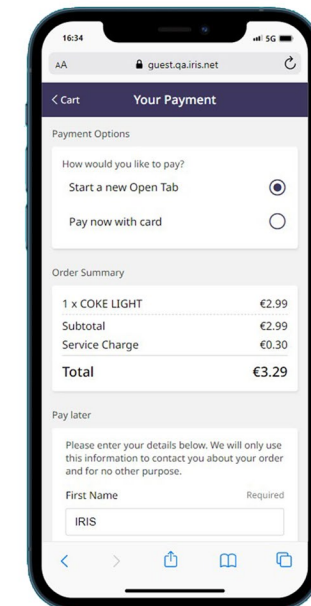
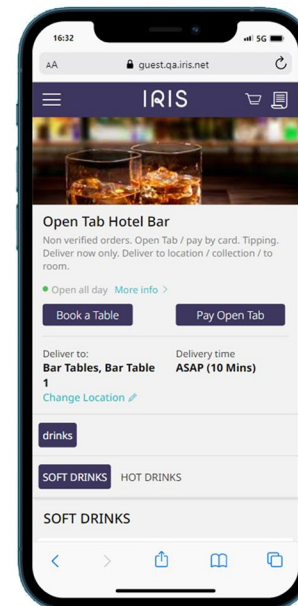
A seamless user experience is critical to driving online orders and spend. Hotels must ensure the platform is user-friendly, easy to navigate, and has a clear ordering process. Make it easy for guests to order and spend money with all the latest tools and features ...and guess what?

### They will!

For example, are these features available to your guests?

- Attribute filters – so guests can preview and filter F&B items according to allergens, intolerances and preferences.
- Split bill – enables multiple users to settle an open tab from their own device.
- Discounts and promotions – incentivise and reward your guests.

- Open tab – guests can start a tab, order their food and drink, add more items to it as and when they want and then pay in full in a single transaction at the end, when they're ready.
- Call Waitstaff button – alerts staff when a guest needs assistance.
- Secure payments (and cashless tipping) – so guests can seamlessly pay online and at the table.
- Delivery Time slots – where guests can select a specific time slot so know when to expect their order.



## 5. Present an appealing, attractive menu

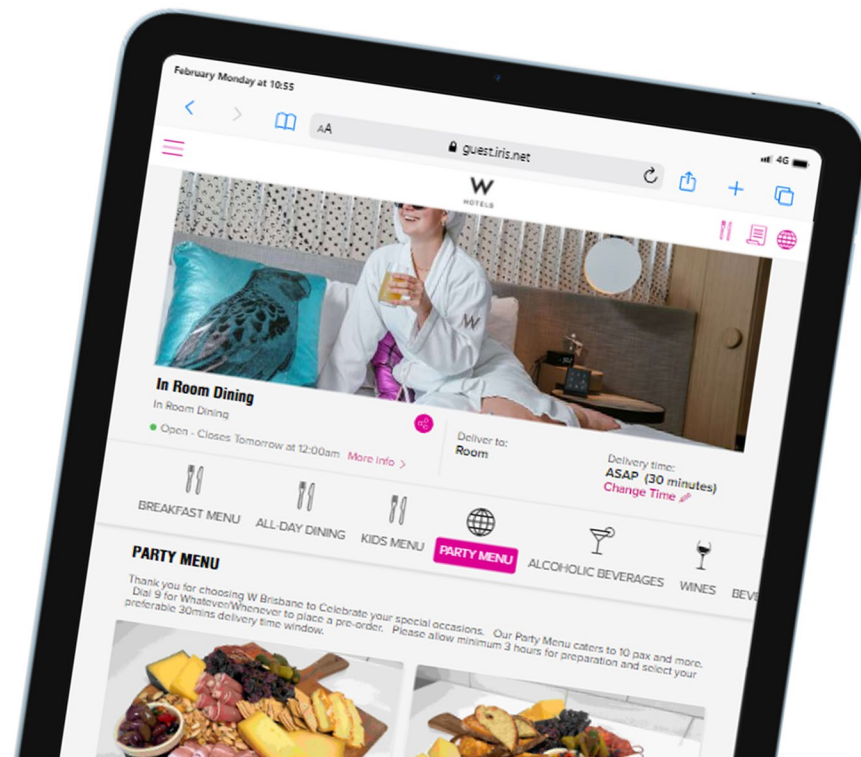
Have you added high quality photos of your dishes and drinks, uploaded enticing descriptions, and created unique and exciting culinary experiences to get the taste buds watering?

You can drive guest spend by designing your digital menu in a more visually appealing and attractive way than traditional paper menus. Quality photos and descriptions can showcase items effectively and make them appealing to customers, which can lead to increased sales and customer satisfaction.

You can also theme your menu and add seasonal or set menus, one-off dishes or authentic experiences to tempt your guests, like Christmas Dinner, Easter egg hunts, Party grazing platters, treehouse picnics etc.

If there's something unique and interesting on the menu, your guests might be tempted to spend more on something special!

Highlighting locally sourced products and ingredients and where dishes originate from will also appeal to guests.





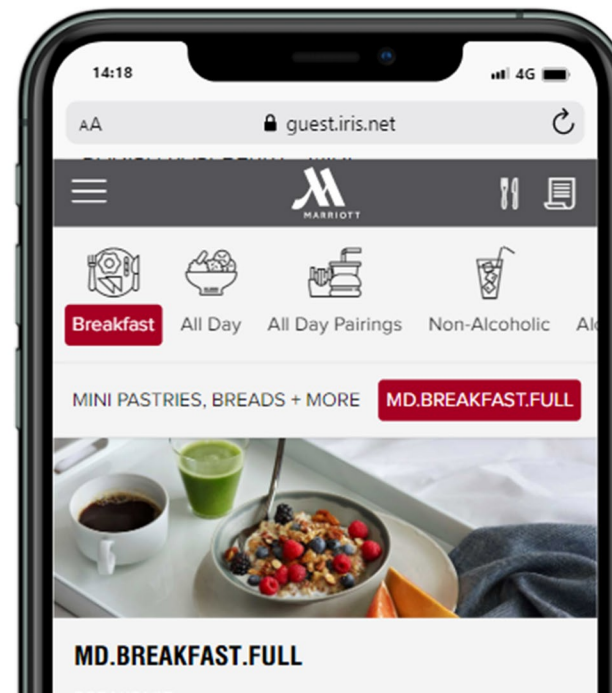
## 6. Make use of Recommended and Complementary items

Have you added a range of sides, drinks, add-ons, upsells and complementary items to your menu – a peppercorn sauce and glass of Merlot to accompany your steak perhaps?

Not only will this enhance your guest's meal and their experience, but it will also boost your average check value, which means more revenue for you!

## 7. Offer incentives

Another way to boost online orders is to offer incentives and deals to guests. For instance, hotels can offer a free drink to guests who place their first order online or exclusive online discounts. This strategy not only encourages guests to use the digital menu for the first time but also boosts guest spend and repeat orders.

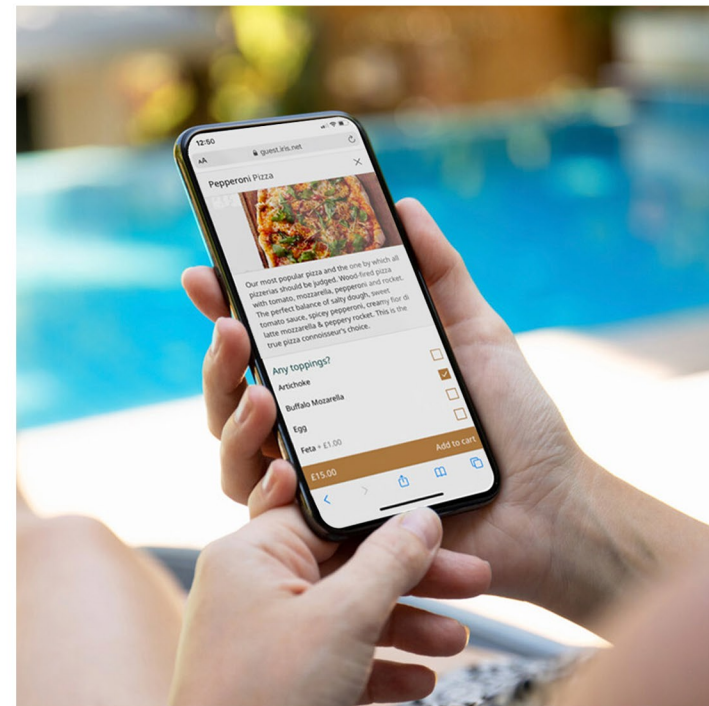


## 8. Highlight the convenience of online ordering

Guests crave value and convenience, and online ordering platforms provide just that. Highlighting the convenience of your online ordering platform (viewing menu, ordering, paying, tipping) and accessing information online (wait times, order status, menus, nutritional/allergen info) can be an effective way to promote its usage.

This could include emphasising that guests can order food and drinks from the comfort of their room (or anywhere in the property), on their device, at any time. And that they can avoid queues and waiting times at restaurants and bars.

This added convenience can lead to more orders being placed, as customers are not restricted by the physical presence of a paper menu, having to flag down a waiter or wait for a staff member to take their order.



## 9. Staff training

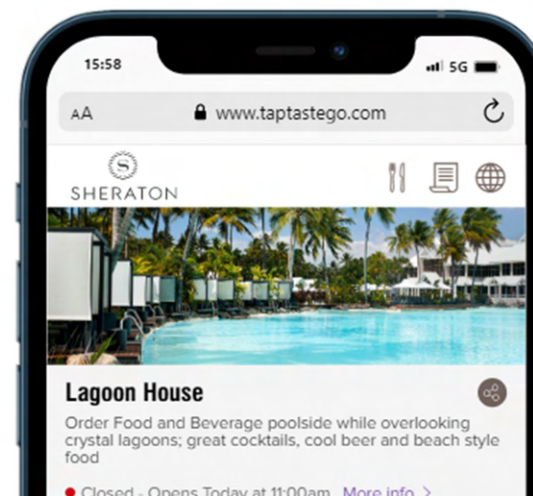
Make sure all your staff are aware of your platform, how to use it, what's available to order, and what guests can do on it e.g. browse, order, pay, open a tab, view calorie content/allergens, track delivery times etc. Make sure they're fully capable of using the platform themselves so they're best placed to guide guests and offer them support and assistance.

Additionally, vendors should provide hotels with a Support team to contact and an Online Support Portal (with a range of tutorials, FAQs and fact sheets available 24/7) if staff have any queries or questions to ensure they are maximising the platform at all times, and they're aware of all the latest features and handy short-cuts!

## 10. Expand your outlets

Digital ordering isn't just restricted to room service! Hotels can maximise F&B revenue by making online ordering available in a range of outlets such as restaurants, pool bars, bistros, lobbies, dark kitchen, as well as offering a range of delivery or pick-up options.

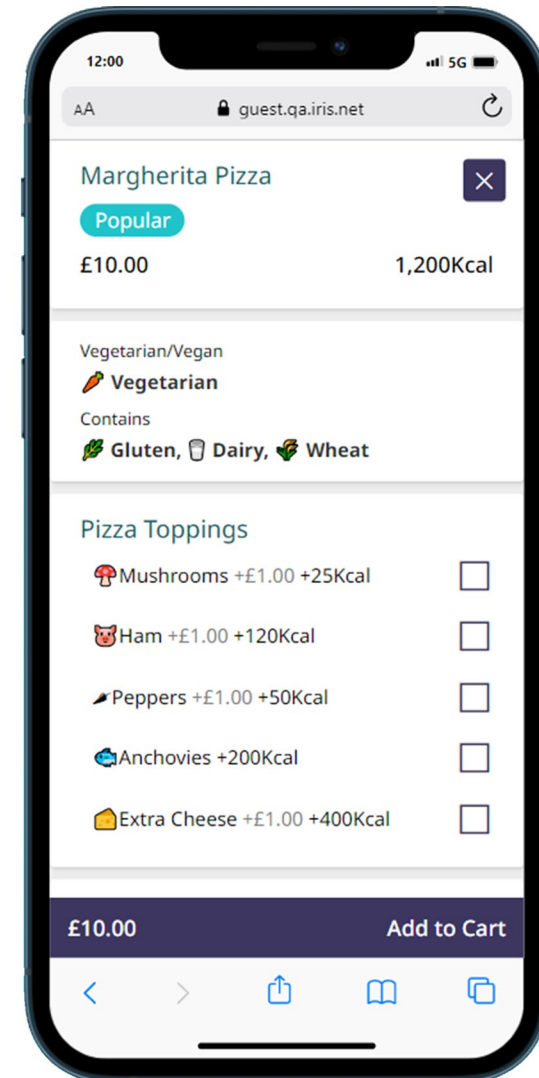
The possibilities are endless, and your guests will soon get used to being able to order from a specific menu depending on their location, time of day or meal preference!



## 11. Personalise your digital menu

Personalising a guest menu is an essential aspect of the guest experience. For instance, if a guest has a preference for vegetarian food (or has an allergen or intolerance to gluten, fish or dairy, for example), the guest can filter their menu accordingly to showcase suitable options.

Not only does this make the ordering process clearer and safer for the guest, but it also safeguards and informs staff members as to what dishes are suitable and available for particular guests.



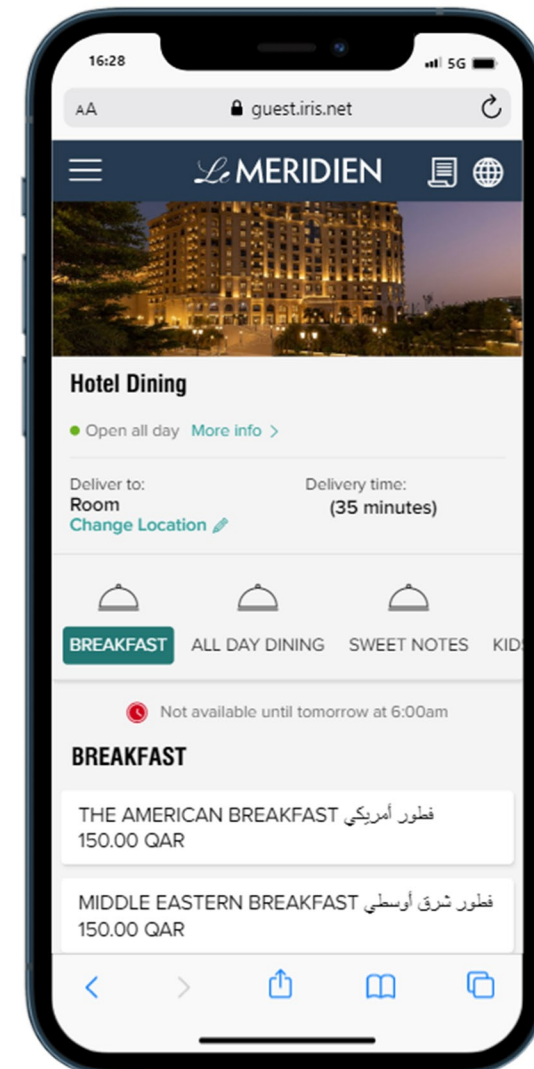


## 12. Speak your guests language

A language-switching feature enables you to display menu items in another language – there are 26 languages available on the IRIS app which enables guests to see the menu in their native language. A more seamless and comprehensive experience for international guests who are more likely to order online if they can understand the menu.

## 13. Analyse data to improve future sales

Digital menu apps can provide valuable data on customer ordering patterns, preferences, and behaviours. Tracking usage can be used to improve menu offerings, optimise pricing strategies, and personalise marketing efforts based on past guest activity within your hotel or restaurant.



## 14. Leverage guest feedback

Feedback from guests who have used the online ordering platform can be an effective marketing tool. Hotels can use positive guest reviews and testimonials to promote the platform's usage to other guests. Conversely, hotels can also address negative feedback to improve the platform's user experience and encourage repeat usage.



## 15. Use social media

Social media is a powerful marketing tool that hotels can use to promote their F&B operations and the ease of ordering through digital menus. Hotels can create social media posts showcasing their digital menu and encourage guests to check it out during their stay.

They can also encourage guests to share their experiences on their own social media platforms. This strategy not only increases the visibility of your offering and your digital menu but also helps to establish the hotel's reputation as a keen adopter of tech and a food and drink destination.

A woman with curly hair and a man in a white shirt and tie are shaking hands across a table. On the table are a tablet, papers, and two coffee cups. The background is a blurred office setting.

# IRIS

## Customer Stories

Hotels across the world are enjoying a rise in order numbers and F&B revenue as a result of successfully implementing and marketing IRIS's online ordering platform.

**Let them inspire you...**

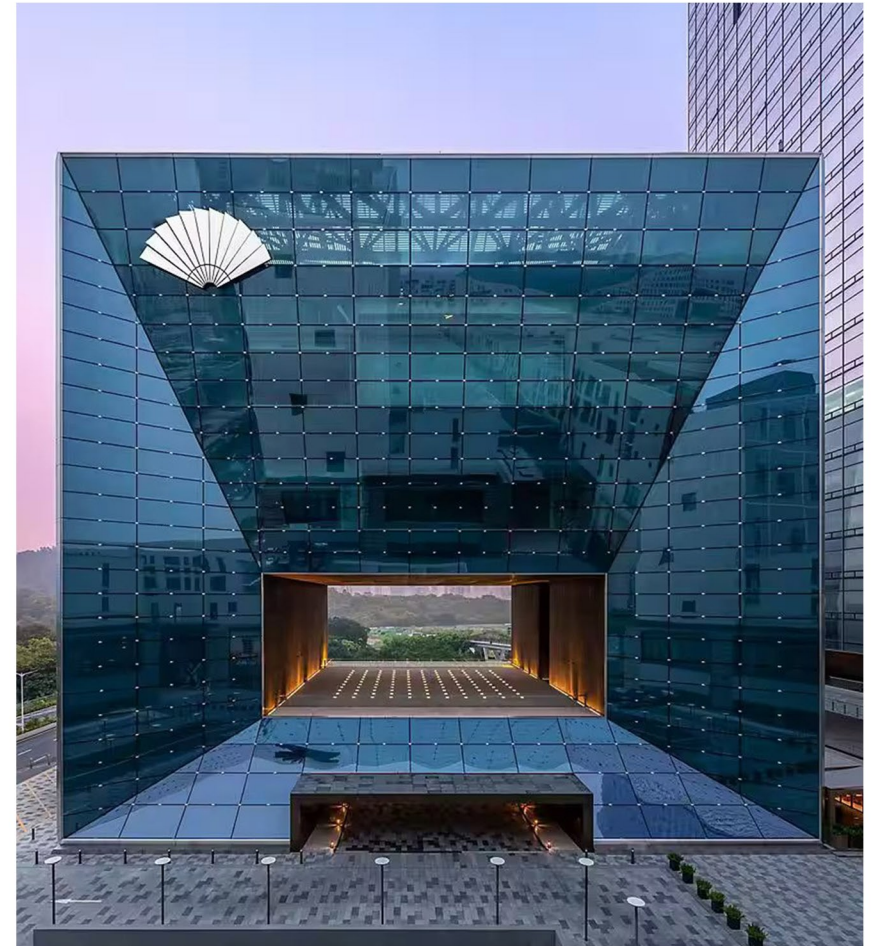
## - Mandarin Oriental Shenzhen & Wangfujing

The Mandarin Oriental hotels are satisfying guest demand and have increased in-room dining revenue by 120% with the IRIS app. Guests can access the app via QR codes that are promoted throughout the hotel and on TV screens in bedrooms. Guests can switch the language on the app so it's in their native language and easier to read which is great for international and Chinese guests.

The IRIS app plays an essential role in fulfilling guest orders, optimising staff resources and elevating the guest experience.

**Click here to read more:**

<https://www.iris.net/articles/mandarin-oriental-beijing-shenzhen>





## - Sheraton Grand Mirage, Port Douglas

Revenue has increased by 51% after the hotel implemented poolside ordering and displayed QR codes on its cabanas and sun loungers so guests could easily order from the digital menus.

**Click here to read more:**

<https://www.iris.net/articles/sheraton-grand-mirage>



## - W Brisbane Hotel

The hotel is enjoying a 27% rise in in-room dining revenue by offering a wide variety of contemporary classics and modern fare on their menu, catering for all guests and their culinary desires, available 24/7. They offer party menus for groups (ideal for hen parties and wedding guests), signature cocktails, and classic dinner dishes. The hotel also offers a PAW pet menu for their furry guests, which helps drive incremental revenue.

**Click here to read more:**

<https://www.iris.net/articles/w-brisbane-hotel-inroom-dining>



## – St Pancras Renaissance Hotel, London

Over 70% of guests now use the intuitive platform to order room service – it seamlessly integrates with Symphony POS and staff find it easy to edit, maintain and update. The user interface is refreshing and user-friendly, and the menu is regularly updated to reflect local food and drink collaborations and seasonable changes – all of which can be done at the click of a button.

The menus are accessible via QR codes which are displayed on the bedroom TVs, card inserts and in the guest's welcome letter.

**Click here to read more:**

<https://www.iris.net/articles/st-pancras-renaissance-hotel-london>





## - Resort and theme park hotels, USA

The hotels placed QR codes on over 500 lounge chairs in the pool decks – guests don't need to wait for a server, they self-serve in their own time! As a result, pool sales have doubled year on year thanks to their ability to reach more guests and serve more covers than ever before – they did over 800 covers on one day last year, which has never been done before mobile dining. QR codes are also in the bedrooms (displayed on the TV) to give guests an easy means of ordering in-room dining.

**Click here to read more:**

<https://www.iris.net/articles/resort-and-theme-park-hotels>



## - Mallorca Ç Collection

The El Vicenc deployed the IRIS app in their in-house cinema where guests can scan a QR code at their seats whilst watching a film or sporting fixture. They're directed to a special menu where they can order drinks, popcorn and sandwiches, again enriching their overall experience. Their international guests can adjust the language on the app and access information, make bookings and engage with the hotel staff in their native language.

**Click here to read more:**

<https://www.iris.net/articles/mallorca-collection>



## - Newark Liberty International Airport Marriott

QR codes are displayed throughout the hotel for residents and non-residents and with orders processed directly in the kitchen, their meals are delivered quicker and turnaround times for table-side ordering has increased.

Delegates at corporate events and board meetings are also given QR codes so they order and pay (either individually or on the same account) and state the time they want their order delivered to which meeting room. Simple, convenient and easy to process for both parties.

**Click here to read more:**

<https://www.iris.net/articles/newark-liberty-international-airport-marriott>



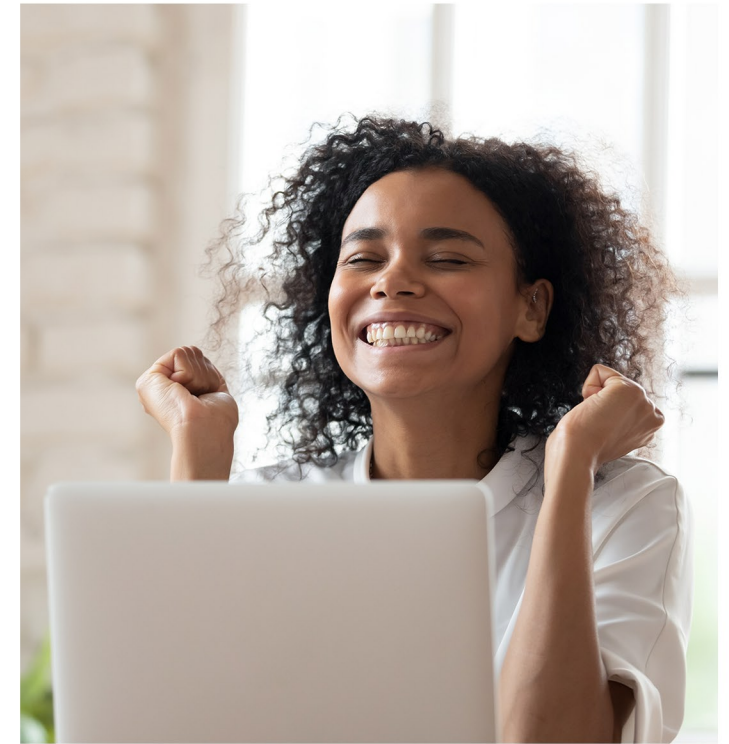


## Realise The Benefits

**In conclusion, a digital menu app is an excellent tool for hotels to enhance the guest experience, boost F&B spend and fulfil fewer manual tasks.**

However, hotels still need to market their digital menus effectively with various initiatives to highlight the convenience of the platform, make it visible and accessible, and provide a seamless user experience.

By implementing these strategies, hotels can increase guest engagement, drive additional revenue and enrich the guest stay.



# IRIS

**Hotels of all sizes are providing digital solutions to their guests.**

Get started by requesting a demo or let us know about your business.

[www.iris.net/demo](http://www.iris.net/demo)

