



REOPENING PREP **STARTS NOW**

**How to reopen your business
safely with mobile ordering**

Stampede

yoello

Introduction

Dear Hospitality Colleagues,

There can be no denying that the rise of coronavirus has changed our industry - perhaps for a matter of weeks and months, or perhaps forever.

Whilst the question surrounding how the industry will adapt long-term remains to be answered, one thing is for sure - we are currently experiencing a period of change like no other.

The hospitality industry has been one of the worst affected sectors, with social restrictions putting a pause on business as usual and creating tension and uncertainty amongst both consumers, and the millions of hospitality workers who are now facing job uncertainty. As such, we're all having to change tack in order to make it through these challenging and uncertain times.

Yoello's mission has always been to help the hospitality sector innovate through technology, and there's no time that we need innovation more than now. We're currently able to provide the sector with the urgent support that it needs, and we have a social responsibility to share that.

Change is happening, but we believe that together we can navigate it.

With hope,



Scott Waddington

Yoello Director (Ex CEO S.A. Brains)

What you'll find inside this guide:

A checklist of covid risks and how to address them

How to make your venue more covid secure with table ordering

5 easy steps to get Yoello mobile ordering set up alongside your existing system

How to increase revenues when running at a reduced capacity



Who We Are



Yoello is a Fintech start-up born in Cardiff.

At heart, we're a payments provider disrupting the traditional payments system. We want to make transactions more efficient, safer and cheaper for everybody.

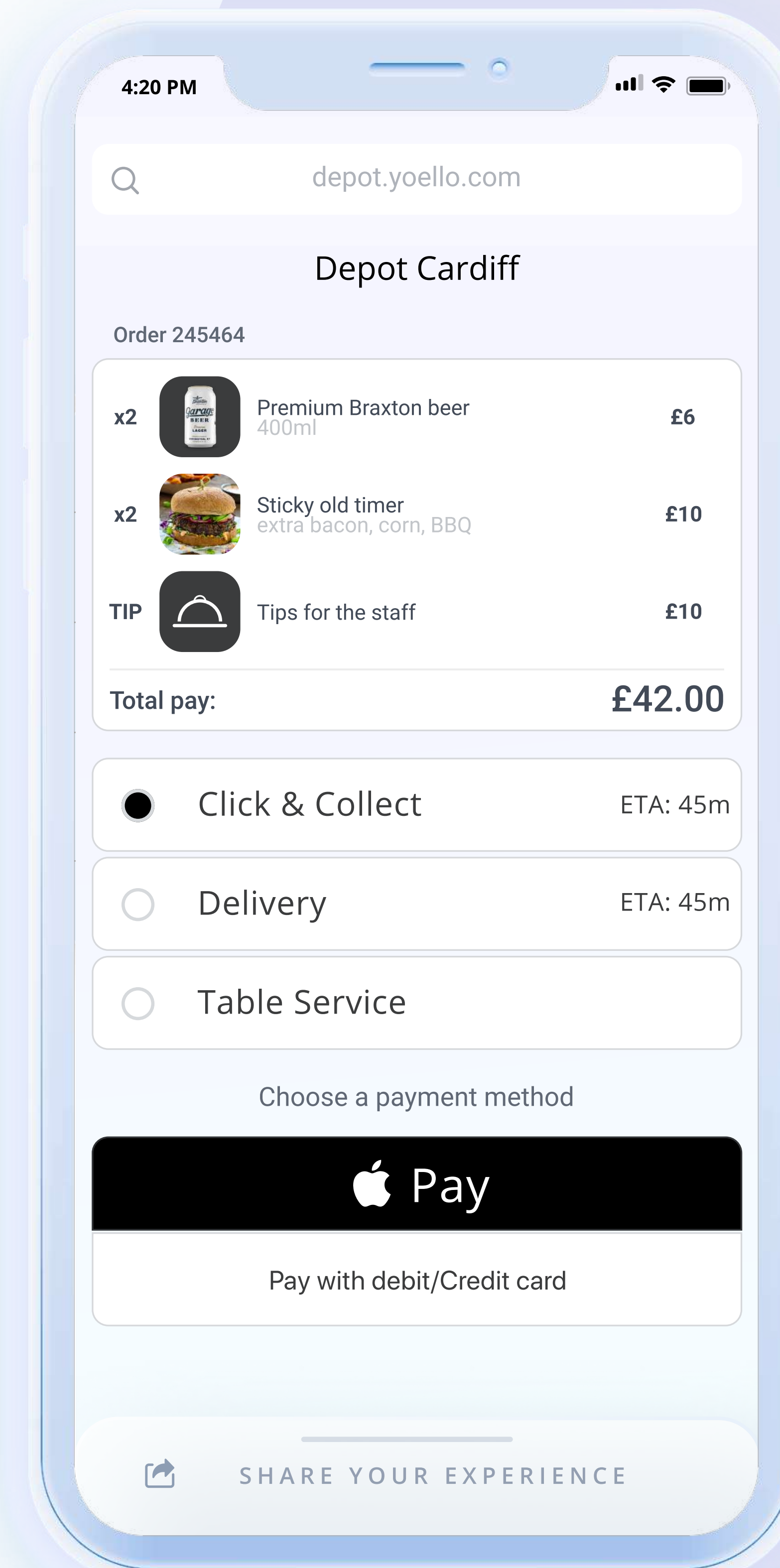
In order to do this, we're innovating the hospitality tech space by using open-banking in a way that people can trust. It's not just consumers who trust us with their transactions - the FCA does too. In fact, we are one of the first companies to be FCA authorised for open-banking in the UK.

We've always been developing a mobile ordering solution that improves operational efficiency and enables table ordering, click and collect and delivery services through one simple and affordable platform, because we thought it was a great idea.

However, overnight this great idea has gone from being a nice-to-have technology, to an essential requirement for businesses looking to re-open safely and in a covid secure manner after lockdown.

In recent months, we've been helping hospitality businesses stay afloat, whilst preparing them for the reopening of venues in a safe manner. Through Yoello's web-app platform, we've helped local hospitality businesses sell their products and services during lockdown and prepare for safe serving thereafter.

Our platform helps to keep your business compliant whilst boosting consumer trust, which will be essential in the post-lockdown world.



Why Does The World Need Yoello?

Yoello originally existed to make everyone's life a little easier. People loved us because we made transactions quick, safe, convenient and cheap. We still do all of that, but in recent months Yoello has started serving a social purpose too.

As a society, we now need a payment solution that not only delivers on the above, but keeps us safe too. Yoello is that solution.



The Hospitality Industry Needs To Step Up

We believe that the world needs Yoello now more than ever. For consumer trust in the hospitality industry to be restored, we have to find a payment solution that minimises staff contact, reduces queues and cuts handling of communal paper like cash, menus and receipts.

Here's why:

57% of Brits say that they would feel **uncomfortable returning to restaurants** even after the Government eases restrictions

58% of consumers would **avoid close contact with waiting staff**

42% would **avoid handling cash**

48% would **avoid touching physical menus**









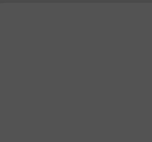
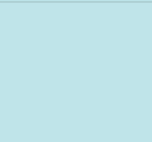


59% would be more likely to **use their own device to order to their table vs before coronavirus**

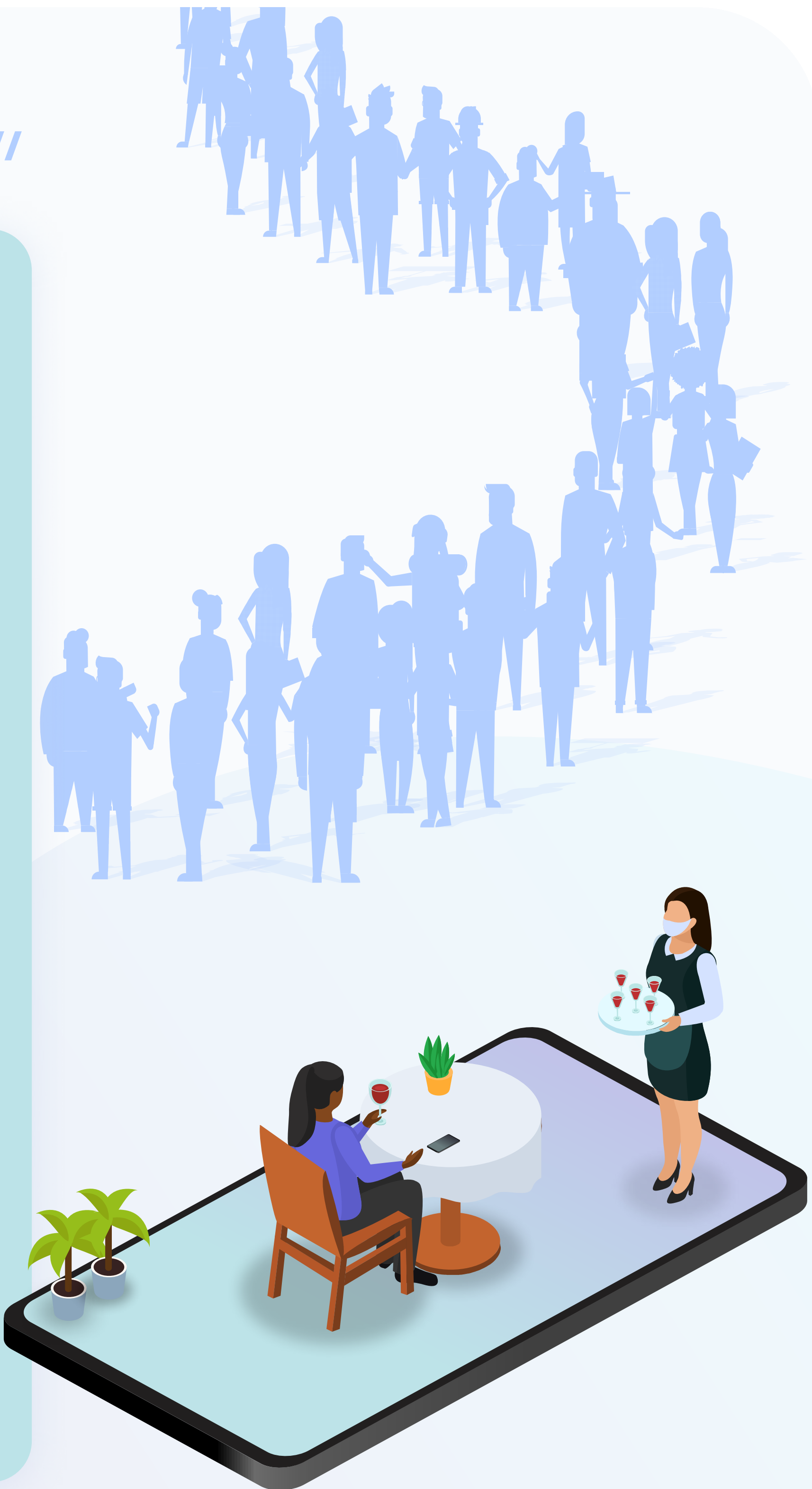


Sources: McKinsey - Coronavirus poll March 2020. Ipsos - Coronavirus polling - April 2020. Wi5 audience poll - April 2020. YouGov Coronavirus survey - April 2020

What Risks Do We Need To Mitigate?

// Customers are concerned about the return to normality //

Covid Risks In Hospitality Venues	How We Can Mitigate These Risks
 Staff contact - greeting, guiding and serving people has become a concern for customers	 Remove the need for unnecessary staff interaction, such as taking orders or payments
 Handling menus - it is impractical and inefficient to clean every menu for each customer	 Allow people to browse the menu using a personal device with Yoello
 Handling cash - impossible to ensure that cash is sanitised	 Remove cash payments, all payments can be taken through Yoello, including staff tips
 Social distancing - it could be hard for many venues to maintain social distance	 Utilise outside space to make up for lost capacity inside the venue. Yoello makes it easier to offer additional service outside through mobile ordering.
 Queues - queues pose a risk to public safety, and are hard to manage	 Use table ordering and mobile payments to minimise queues during service and stagger table bookings to remove the likelihood of too many customers arriving at once.
 Public touch-screens - are a concern for customers	 Move self-service to customers' personal devices, with a solution like Yoello.



How Can Table Ordering Be Implemented To Decrease These Risks?

Take a look at our top tips on how to reopen safely and increase customer trust at this uncertain time. Here's how venues can implement table ordering:



Offer staggered table bookings to manage the amount of customers at your venue at one time.

Encourage customers to pre-pay with their table booking or leave a deposit, so that you can minimise no shows and better predict numbers.

Mark out social distancing at the entrance of your venue and in any key spots where customers might congregate and use table ordering as the main form of contact.

Minimise queues wherever possible. Mobile ordering eliminates the need for customers to queue to make orders or payments.

Ensure that tables have a 2 metre space to meet distancing guidelines.



Download the full reopening guide by heading over to the Yoello website - yoello.com/guide-to-reopening-hospitality

Try Yoello for yourself!

Open your camera and scan

Scan or Tap
Metal plaque
on every table

