



DIGITAL CONSUMER
EXPERIENCE

**DCE CHECKLIST REFERENCE PACKET
VERSION 2.0**

DCE PRE-INSTALL CHECKLIST

- FIND INTERNET SOURCE
- GET SOLID BLUE LIGHT ON ROUTER
- COMPLETE TEST ORDER IN RESTAURANT APP
- FIND LOCATION FOR PRINTER + IPAD
- REQUEST CAT5 OR CAT6 CABLE BE RAN IF NEEDED
- DETERMINE POWER SUPPLY NEED
- GET FACEBOOK / WEBSITE MANAGERS CONTACT INFORMATION AND SEND TO JADEN.HOEKE@HBPIZZA.COM & JENNIFER.ROSE@HBPIZZA.COM
- FACEBOOK PERSONS NAME: _____
- FACEBOOK MANAGERS EMAIL: _____
- FACEBOOK MANAGERS CELL #: _____
- MAKE SURE EVERYONE KNOWS MEMBERS OF THE DCE TEAM WILL BE REACHING OUT TO BECOME ADMINS ON THEIR FACEBOOK PAGE
- THERE ARE INSTRUCTIONS ON HOW TO ADD US TO AN EXISTING FACEBOOK PAGE ON WWW.PIZZAWHOLESALEOFLEXINGTON.COM/DCEINSTALL

Getting Online Ordering Set Up

Primary Considerations

1. Finding an Internet connection
 2. Finding a location for the printer and iPad—at the register.
 3. If cables (electrical OR ethernet) included in the setup kit aren't long enough, then the VCP will need to have the cables ran prior to installation.
- Finding a location to plug in our WAVLINK wireless router is the most important step and should be resolved before anything else.
 - Ask the owner or manager how their Internet is setup and if they have a router, modem, or switch we can plug straight into for Internet access.
 - When the router is first connected to power, it takes approximately 60 seconds to fully initialize.
 - After the router has initialized, it typically takes 15 seconds to register a reliable Internet connection.
 - If you leave the router powered on while trying different Internet sources, you should only have to wait about 15 seconds before knowing whether or not you have a reliable Internet source.

Internet Connectivity Overview

Typical hardware that has Internet access

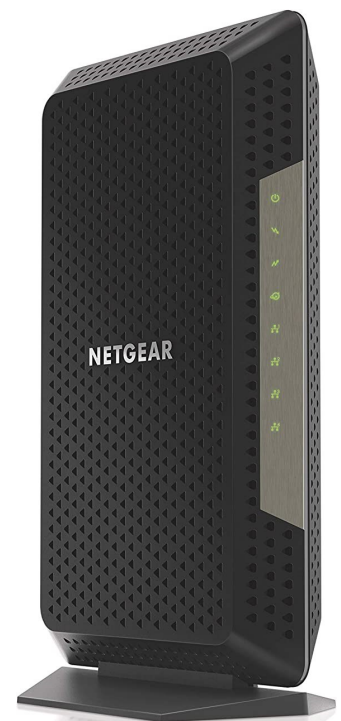
- Routers (Most will have wireless capabilities)
- Modems
- Router/Modem Combos
- Switches



Wireless Router



Switch



Modem

***Router/Modem
combo looks the same
from the front***

Modems



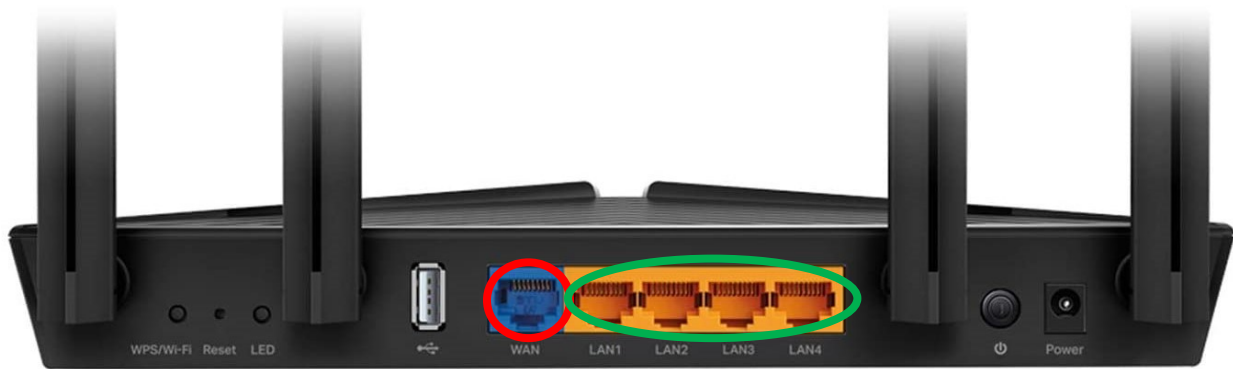
All stores will have a **modem** of some sort and it will typically have a **coax cable** supplying the Internet signal. The **Ethernet (LAN) port** will typically be connected to a router or switch, and that's what you want to find because it distributes the signal to other devices.



A **modem/router combo** will usually have a **coax cable** for its signal, multiple **LAN ports**, and Wi-Fi capabilities. If so, you can plug our white WAVLINK router into any open **LAN port**. If all the ports on the back are being used, then you can still connect our router wirelessly.

Switches and Routers

Router (back)



A standalone router will typically have WAN ports and LAN ports, but no coax input. A router relies on a modem to receive its Internet signal, so it will always be connected to a modem in some way through its WAN ports. The LAN ports are used to distribute the Internet signal to other devices.

Switch

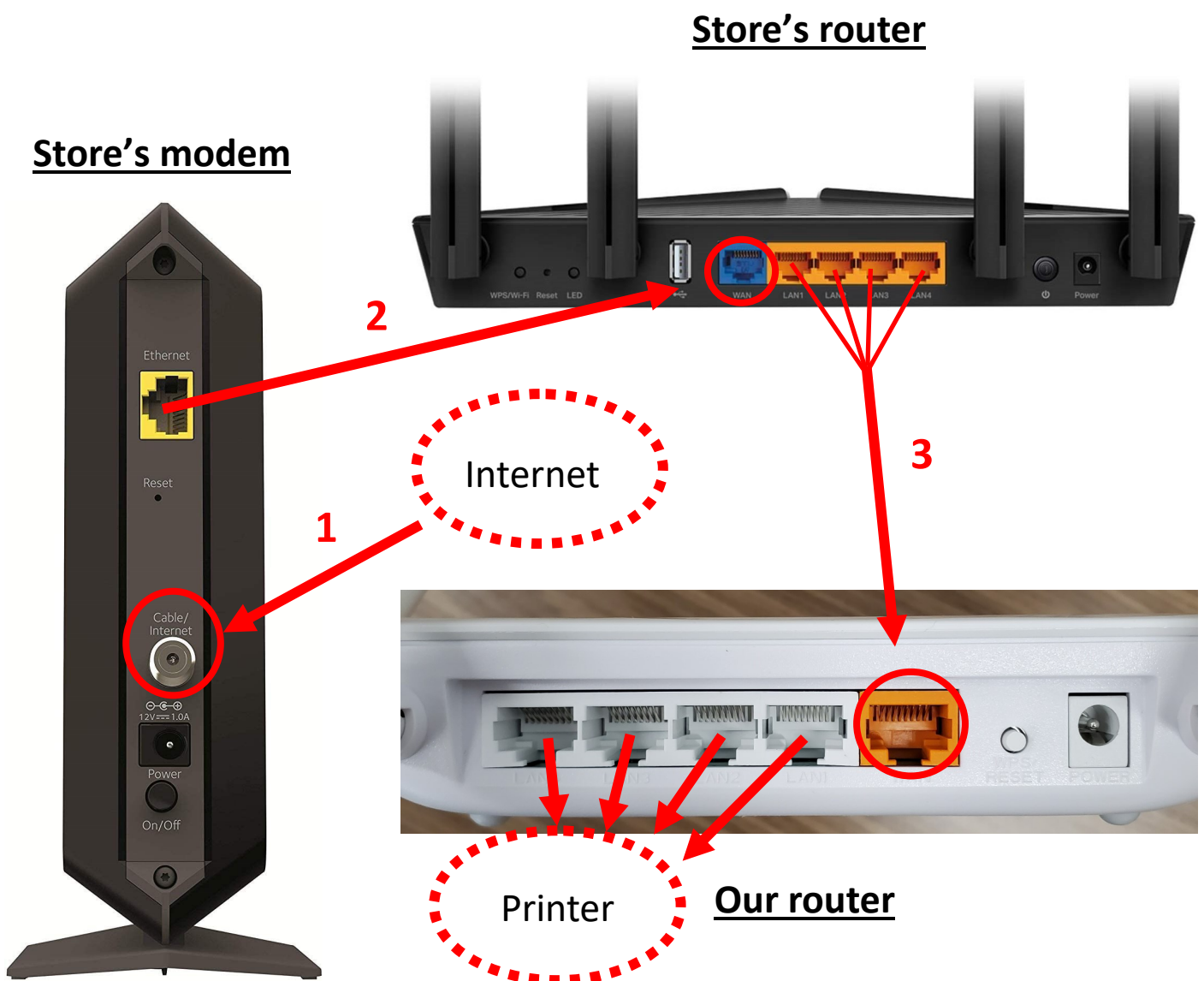


A simple unmanaged switch will typically look like this. All ports receive and transmit data exactly the same, so there is no way to know if this device is connected to the Internet without either tracing cables back to their source or plugging our router in to see if its signal light turns blue. We sometimes see these connected to a site controller, so getting an Internet signal can be difficult.

Finding a Wired Internet Signal

A wired or wireless router/modem combo will be the best place to plug into, and the store owner or manager will typically be able show you where it is if they have it. Once you are plugged into a reliable Internet source, then the light on the front of our router will turn solid blue.

Typical/Optimal Network Layout



Finding a Wired Internet Signal

If all the LAN ports on the store's modem/router are being used, then you can either connect to a device that is using that port (such as a **switch** or **site controller***), or you can connect our router to theirs wirelessly if they have a wireless network. One thing we do not want to do is "daisy chain" too far down the signal path (for example: modem/router combo -> router* -> our router. This can cause network conflicts.

*Using a switch here instead of a router is typically ok.



Store's Modem



Switch: You can typically use any port.



*Site Controller: This device functions like a router, but it is much more secure and difficult to get an Internet signal from. A site controller typically controls cash registers, credit card machines, and gas pumps. It should only be considered if they don't have a Wi-Fi network.

DCE INSTALLATION CHECKLIST

- **CONFIRM ALL ITEMS ARE IN DCE KIT**
 - THERMAL PRINTER
 - WITH POWER SUPPLY AND ETHERNET CABLE
 - 50FT CAT5 ETHERNET CABLE
 - IPAD MINI 6 IN CASE
 - WITH POWER CABLE
 - VIDABOX TABLE MOUNT FOR IPAD
 - WIFI ROUTER
 - WITH POWER SUPPLY AND ETHERNET CABLE
 - MARKETING AND DOCUMENTATION
 - CHECKLISTS
 - PRE-INSTALL
 - INSTALL
 - POST-INSTALL
 - DEMO
 - TRAINING
 - OLO GUIDE
 - IN-STORE MARKETING

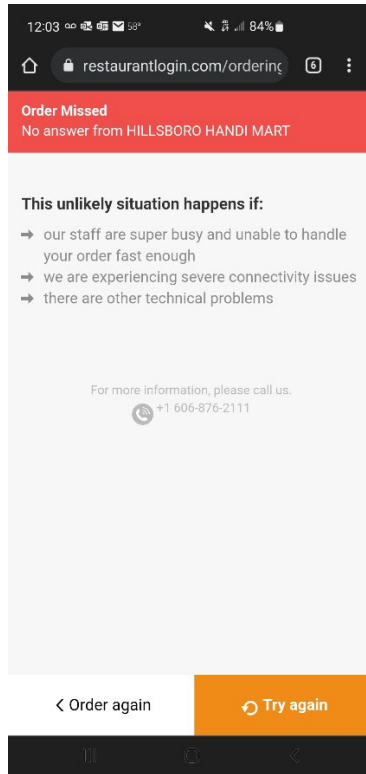
- **SET UP ORDER STATION**
 - PLUG ROUTER INTO POWER AND INTERNET
 - PLUG PRINTER INTO POWER AND ROUTER

- **SET UP IPAD**
 - TURN ON IPAD
 - CONFIRM SERIAL NUMBER IN POST-INSTALL CHECKLIST
 - OPEN RESTAURANT APP AND COMPLETE A TEST ORDER
 - ENSURE VOLUME IS TURNED ALL THE WAY UP
 - PUT IPAD TO SLEEP
 - PLACE IPAD IN TABLETOP MOUNT
 - PLUG POWER CABLE INTO IPAD FIRST
 - ADHERE FEET TO THE BOTTOM OF VIDABOX TABLETOP MOUNT

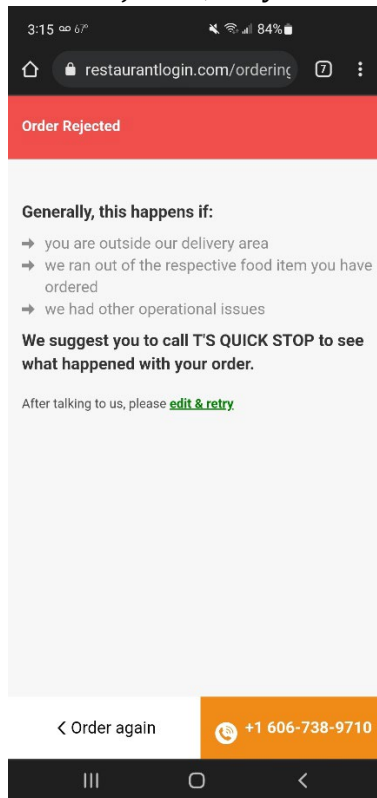
- **PREPARE FOR DEMO AND TRAINING**
 - COMPLETE SECTIONS 1 AND 2 OF POST-INSTALL CHECKLIST
 - COMPLETE POST-INSTALL CALL WITH DCE SUPPORT TEAM

DCE DEMO CHECKLIST + FAQ

- **SCAN QR CODE TO ACCESS OLO MENU**
- **PLACE A TEST ORDER**
 - ORDER A BUILD YOUR OWN PIZZA
 - CRUST OPTIONS
 - CHOOSE TOPPINGS
 - ADD DOUBLE CHEESE
 - SPECIAL INSTRUCTIONS
 - Ex: half and half toppings
 - ORDER A LOADED PIZZA
 - CRUST OPTIONS
 - CHOOSE TOPPINGS TO REMOVE
 - ADD DOUBLE CHEESE
 - SPECIAL INSTRUCTIONS
- **CHECKOUT (click the cart)**
 - Contact
 - First time someone orders, they have to enter their contact info
 - It's saved for future orders
 - Ordering Method
 - Pickup is default
 - If VCP offers delivery, let Bobby know during the support call and he will help set that up
 - Available Time Choice
 - Default to ASAP (VCP Gives pickup time)
 - Scheduled
 - Consumers can request a pickup time up to 7 days out, as long as they give at least an hours notice
 - Payment Method
 - Have to choose between Cash and Card
 - We can add "call me back and get my card info"
 - Online payment is available for a fee. Read more in the FAQ below
 - Place Order now
- **Loading Screen**
 - Once Consumer places an order they will get a loading screen that will tell them when the order is accepted and when to come pick up their order
 - They will have the option to share on Facebook
 - They will also receive an e-mail with an order confirmation
 - If an order is missed, they will have the option to place the order again or call the store
 - They will receive notice their order is ready to pickup via email once VCP marks it as ready in the app



- If an order is rejected, they will have the option to call the store



- **Receiving Order**
 - Click the blinking order in the “All” menu

- Accept order and give pickup time if applicable
- Order will auto-print
- This moves the order to “in-progress”
- Swipe on the order in the “in-progress” menu to mark as ready
- If you miss an order, it will show up like a missed call
 - Designated person will receive an email alert if this happens
- If your iPad is offline or turned off, the system will auto-generate an alert call to the store and send an email to the designated person.
 - If someone is on the other phone line, it is easy to miss the call
- **Pause Services/Resume Services (Holidays and weather closures, etc)**
 - Click the three dots beside the status indicator light
 - Choose “Pause Services”
 - Enter pertinent details, press “done” when complete
 - Receive “services paused” notification
 - Click the three dots beside the status indicator light
 - Choose “Pause Services”
 - Choose “Unpause” and “Yes, please” to confirm you want to unpause services
 - Receive “Services Resumed”
 - See detailed instructions in DCE Guide
- **FAQ**
 - **Can I add other items to this menu?**
 - Consumers can request other items you offer via special instructions
 - **Can I offer delivery?**
 - Yes. We will set that up during the support call on install day
 - **Can I offer online payment?**
 - Yes, but this is a premium paid feature and we strongly caution VCPs to carefully consider the decision.
 - For \$29/month + whatever Stripe or their online payment integrator charges, our VCPs can setup their online menu to accept payments
 - Payment system does not integrate with register system.
 - Refunds or discounts given will complicate cash reconciliation
 - Will complicate any inventory management tied into register systems
 - **Will this integrate with my APP / Website**
 - Yes. There is an open API that your developers can use to integrate your menu into anything you have developed. You can also use your OLO Menu link on your website, inside your app, or on any social media pages you use. Contact us for more help.

DCE TRAINING CHECKLIST

ABBREVIATED VERSION INCLUDED IN POST-INSTALL CHECKLIST

SYSTEM USAGE

- HOW TO PLACE AN ORDER
- HOW TO RECEIVE AN ORDER
- HOW TO PAUSE/RESUME SERVICES
- WHAT HAPPENS WHEN AN ORDER IS MISSED/REJECTED
- ROLEPLAY WITH TEAM MEMBERS

CUSTOMER SERVICE

- HOW TO HANDLE MISSED ORDERS
- ENSURE OWNER CLEARLY COMMUNICATES EXPECTATIONS AND AUTHORIZATION TO TEAM MEMBERS

TROUBLESHOOTING

- HOW TO USE THE EASY BUTTON
- HOW TO USE DCE GUIDE TO TROUBLESHOOT AND SUBMIT TICKETS

SOCIAL MEDIA BEST PRACTICES

- REVIEW EXCERPT FROM THE OLO GUIDE
- POSTING PICTURES OF HOT FRESH PIZZA WITH THEIR OLO LINK WILL SELL PIZZA
- REPOSTING NASHVILLE'S POSTS WITH THEIR OLO LINK WILL SELL PIZZA

OTHER BEST PRACTICES

- TAKE A FREE PIZZA AND QR CODE FLYERS OUT TO LOCAL BUSINESSES AND ENCOURAGE THEM TO ORDER LUNCH FROM YOU
- PARTNER WITH SCHOOLS, CHURCHES, AND ATHLETIC CLUBS TO FEED PEOPLE AND SUPPORT FUNDRAISERS
- ASK TEAM MEMBERS TO SHARE ON THEIR FACEBOOK
- RESTART IPAD AT THE BEGINNING OF EACH SHIFT

TEXT OLO MENU LINK TO STORE MANAGER / FB MANAGER

- DCE SUPPORT CAN HELP WITH THIS ON THE SUPPORT CALL
- ALLOWS THEM TO EASILY INCLUDE THEIR MENU LINK ON POSTS MADE ON THE PHONE

CONFIRM DETAILS OF FACEBOOK PROMOTION, IF APPLICABLE

E-MAIL PICTURE OF POST-INSTALL CHECKLIST, ALONG WITH LAUNCH DATE, AND PROMO CONFIRMATION TO CUSTOMEREXPERIENCE@HBPizza.COM