Why Pay an [Optional Software Fee](#) for Local Online Ordering?

While Local Online Ordering offers a commission-free online ordering system with a basic per-transaction fee for credit card processing, a customer may choose to pay an optional software fee to gain access to a wider range of advanced features and services. This optional fee is typically associated with a subscription plan or add-on features that go beyond the basic online ordering functionality.

Here are some of the key reasons why a customer might opt for this fee:

Advanced Marketing and Loyalty Tools: The optional fee often unlocks powerful marketing and customer loyalty programs. This can include features like automated email and SMS campaigns, personalized offers based on customer data, and loyalty programs to encourage repeat business. These tools help restaurants increase customer engagement and retention.

Branded Mobile Apps: For an additional fee, Local Online Ordering offers custom-built mobile apps for iOS and Android. These apps are fully branded with the restaurant's logo and menu, providing a more direct and personalized ordering experience for customers. **If you receive 250 orders or more per month, through online ordering we give any business a free Branded Mobile App that matches your brand.**

Delivery and Logistics Management: The optional fee may cover features that help a restaurant manage its own delivery operations. This could include automated dispatch, delivery driver management, and other logistics tools that allow the restaurant to handle deliveries in-house, rather than relying on third-party services and paying their high commission fees.

POS Integration: While some integrations may be standard, more advanced or specific POS system integrations might be included in a higher-tier plan or as an add-on. This ensures seamless communication between the online ordering system and the restaurant's point of sale, streamlining operations and reducing manual data entry.

AI Voice Ordering and Customer Support: Local Online Ordering offers an AI voice ordering system and live customer support as optional services. These features can free up staff from answering phone calls, improving efficiency and allowing them to focus on in-house service.

Enhanced Reporting and Analytics: A higher-tier plan often comes with more in-depth analytics and reporting. This allows restaurant owners to gain a better understanding of sales performance, order trends, and customer preferences, which can inform data-driven business decisions.

In short, the optional software fee on Local Online Ordering is for businesses that want to move beyond basic online ordering and leverage a full suite of tools to grow their businesses, increase profitability, and build stronger relationships with their customers.