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Diners Can Now Order With Their Mobile Phones Using NetWaiter

Redlands, CA--Restaurants across the country offering online ordering through NetWaiter can now offer the same service to diners using their Internet-enabled Smartphones.

The service, launched in early November, automatically became available to restaurants using NetWaiter and their customers. Senior Director Jared Shimoff reports that NetWaiter analytics already show a brisk business for the new mobile capability.

"Customers are certainly discovering this capability," said Shimoff. "In the first week, we were able to see substantial traffic on the mobile sites."

NetWaiter's technology is able to determine when a customer is accessing a restaurant's NetWaiter site with their mobile device. The system automatically recognizes the mobile device and displays the appropriate mobile site, making navigation simple. Shimoff reports that all the work is done through NetWaiter. Nothing is required of the restaurant to be eligible for the new feature. It is a part of every service package at no additional charge.

According to CTIA, an international association for the wireless industry, there are over 50 million smartphones and wirelessly enabled PDAs operating in the U.S. "Knowing that most smartphone owners quickly adapt to everything they do, including online ordering, NetWaiter expects this capability to be huge for restaurants and their customers."

The new mobile feature for restaurants using NetWaiter comes just a few months after NetWaiter started offering customers the ability to interface with Facebook when they ordered online.

"Online ordering is all about using technology for greater customer convenience," said Shimoff. "We want to allow our restaurant clients the ability to extend convenience to their customers any way possible. Facebook and mobile ordering are two ways we can accomplish this."

For more information, contact NetWaiter at 1-866-638-9248, or logon to their website at www.netwaiter.com.