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## **NetWaiter Brings Facebook Accessibility to Online Ordering**

Redlands, CA--NetWaiter, creators of one of the most innovative online ordering systems for restaurants, has taken their product a step further with the addition of two Facebook interfaces, bringing online ordering into the realm of social media.

"To our knowledge, NetWaiter is the first online ordering provider to offer this capability," said Jared Shimoff, a senior director at NetWaiter.

Restaurants that use online ordering routinely report an increase in order frequency from the same customers, and individual order sizes track at least 20% higher. But the uninitiated often observe that online ordering does little to generate new customers.

"That's not necessarily true," added Shimoff. "There are many ways a restaurant can use online ordering to generate new customers. NetWaiter's Facebook integrations take advantage of social media and the power of word of mouth, which is the best way to get new faces into your restaurant."

When a customer orders online from a restaurant using NetWaiter, they can click on a Facebook icon to quickly login and complete their order. With the customer's permission, a post can be made to their Facebook site that lets their friends know they ordered from that particular restaurant. All of their friends on the social media site can then see where this person likes to eat. The post includes a link their friends can immediately click to view the menu from that restaurant.

"The strategy driving this feature is based on the knowledge that referrals are the most powerful vehicle for generating new restaurant customers," said Shimoff. "If you see that one of your friends has been to a restaurant, you are more likely to patronize that restaurant yourself, either online or in person. This is a valuable marketing tool for restaurants that use NetWaiter for online ordering."

Shimoff said that the Facebook login feature is automatically provided, at no additional charge, to every restaurant using NetWaiter.

In addition, each restaurant site is also hooked up to Facebook's Open Graph protocol. This enables any visitor to recommend a restaurant by simply clicking "Recommend" on their NetWaiter site, promoting that restaurant to all of their friends on Facebook. It also creates a permanent Facebook presence for that person, so in the future, they can quickly access that restaurant's online ordering site again.

"As soon as it became available, our development team incorporated it into NetWaiter for all our clients," Shimoff added. "We realized the potential."

*For more information, contact NetWaiter at 1-866-638-9248, or logon to their website at [www.netwaiter.com](http://www.netwaiter.com).*