Zing Mobile Apps Launches Order Ahead For Fresh Food And Store Items

More and more we hear about the importance of technological advancement in the C-Store industry. What’s next? With in-store visits declining and dated locations struggling to keep up with 21st century advancements, remote ordering could be the refresher that several chains need. Zing Mobile Apps looked at the order ahead market and couldn’t find a solution for its app customers, so they built the platform from scratch over the last two years.

Remote ordering is expected to be a $55 billion dollar industry in the next five years and to make up 11% of QSR sales by 2020. Most notably, mobile orders account for a whopping 30% of Starbucks transactions (the most successful in the country), and 20% of Dunkin Donuts orders (Pymnts, 2018).

Zing Mobile Apps brings you Order Ahead for not only fresh food, but any in-store items. It was built for C-stores with the help of the most forward-thinking retailers in the industry. Zing is a boutique app development company servicing stores nationally including; Loop Neighborhood, Pride Stores and Stations, Flash Foods, Spinx, Jet Foods, Fastrac, Lone Star, Circle K (Flash Foods) and Speedy Q to name a few. They have several markets launched, a few in beta testing and five more launching this spring.

In an era where convenience is key and every second counts, companies with ‘order ahead’ will continually beat out their competition for those competitive convenience store profits. With order ahead functionality, customers have the ability to order right from their app on the way to the store or leaving their house before work. Their order is received in store: either on a tablet screen where the order will pop up to be filled, or via API and printed from a POS receiver in the kitchen. Customers can swing through and grab their food without waiting in line and businesses don’t have to worry about lost sales or “drive-aways”.

Not only does this allow for more order accuracy, it allows for higher operational efficiency by allowing employees to focus more on other tasks besides order taking. Consumers also have the option to choose their ‘favorite order’, and the app can use predictive intelligence to suggest additional food items based on what is in a customer’s cart: something that is known to raise ticket prices. Additionally, when presented with pictures of every food item that is offered, customers are more likely to put something into their cart, raising ticket prices up to 20% (Webster, 2017). It is also possible to add delivery options or the ability to have it brought outside to you in the forecourt.

In conclusion, mobile ordering can lead to higher sales, more in-store foot traffic, and stronger customer loyalty. Zing Mobile Apps’ has the ability to cater their software to best suit individual business’ needs, including customize-able back end software and step-by-step guidance for best results.

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