Pizza Tomorrow

Fall 1996

www.cyberslice.com

"A Magazine for Merchant Members of CyberSlice"

The Future of Pizza Delivery

Benefits of The CyberSlice System

Using creative technology to maximize the power of the Internet and the World Wide Web, CyberSlice provides a low cost way for merchants to increase their profits and energize their promotional and advertising campaigns.

Merchants can take advantage of cutting edge computer technology and operate in cyberspace without even owning a computer!

❋

Merchants will increase orders with no up-front initial cost.

❋

Merchants don't pay a cent unless CyberSlice increases their sales!

❋

Merchants will have their own Web page produced and maintained by CyberSlice.

❋

Merchants will be provided with camera ready art to help them promote and advertise their own web page address.

❋

Merchants do not have to invest in any equipment or alter normal operating procedures when receiving or delivering orders.

❋

Merchants can save time when processing orders. CyberSlice takes a customer's order, processes it and then places the order to the merchant as a telephone call. This saves the merchant time, since the order is already processed and ready to go.

❋

Merchants will be introduced to new customers via their Web page who can become loyal, repeat customers.

Upcoming Benefits

Merchants will be able to receive orders in advance for big "take-out-order" and delivery days like the Super Bowl. This allows the merchant to plan ahead and optimize inventory and staffing costs.

❋

Merchants will be able to increase sit-down business by offering discount coupons on their own World Wide Web site.

❋

Merchants will be able to do special one-on-one marketing to known pizza buyers in their neighborhoods by using CyberSlice's "One on One" e-mail Promotional Service.

❋

CyberSlice will provide merchants with reports and analysis of customer orders, and Web site use. Merchants can use this information to determine the preferences of their customers when adjusting the menu or setting prices.

To add additional stores call the toll free merchant support line at
1-(888)246-9669.

In This Issue

Cover graphics are from the CyberSlice Web Site

Does My Business Really Need the Internet?

Tim Glass
President of CyberSlice Inc.

The Internet and World Wide Web are very unsettling to all of us. We see newspaper articles regarding the Internet just about every day. When we read these articles most of us become frustrated with the technical jargon and wonder how the new technology relates to the business of selling more pizza. Yet as smart business people you realize that with all the hype surrounding the Internet, it should be utilized as part of your business strategy in order to remain competitive on into the next century.

The important thing to realize is that the Internet and World Wide Web is actually a very simple mechanism for your customers to use to reach you and your complete current menu. All the technical talk will soon disappear. Think of it like the telephone. Can you imagine the press coverage that must have heralded the invention of the telephone? There were all kinds of complicated technologies connected with the use of the telephone that we no longer concern ourselves with. We simply pick up the phone and dial a number to connect to anyone in the world.

The Internet will become as commonplace as the telephone with one major difference—it will happen very, very quickly. This Christmas season PC/TV's and set top boxes manufactured by consumer electronic companies such as Samsung, Zenith, Mitsubishi, Sony and others will be available. These devices will provide complete Internet access to consumers through their TV sets at home. The set top boxes will be priced similar to VCR's at $200-$300 dollars. This is a clear indication of how a seemingly complex technology has evolved into a very simple system that can be utilized by millions of people.

The Internet is now being accessed through 14% of US households compared to only 6% a year ago. Internet access is projected to reach 60 million people in the U.S. by 2000.

The sooner we accept the fact that the Internet will be a part of everyday life, the easier it will be to directly benefit from it. By embracing the Internet now you will maintain a competitive edge on your competition.

Pizza on the Internet?

You make beautiful pies and a sauce that can't be beat from a great location with the right decor. Your staff is friendly and caters to every whim of the customer. Is this enough for a successful restaurant? Unfortunately for the pizzeria owner, no.

In today's competitive market merchants need every edge they can get. Even with discounts and ad campaigns it can be difficult to attract consumers. Now, thanks to technology and the foresight of entrepreneurs, CyberSlice Inc. has a low cost solution to your promotional woes.

Enter the Internet

Consumers are going online at an ever increasing rate. There are more than 14 million U.S. households with Internet access. Millions more are accessing the Net through work and school, with more going online each day.

The majority of these Internet users spend time surfing the World Wide Web, the multimedia component of the Internet.

The exploding Web represents a growth marketplace for doing business in the 21st century. Consumers use the Net to talk, do business, bank, research, play games, send e-mail, visit museums and art galleries and yes, even shop. Analysts predict that in the near future we'll be doing most of our shopping online.

People can buy books, crafts, clothing, and even shop for a car from the comfort of their own homes. As people become more comfortable with the Web they look for more services and experi-

By using CyberSlice's system you will be putting millions of dollars worth of technology and promotion to work for you.

ences.

With so much Internet activity at home sooner or later these millions of people are going to get hungry. Who's going to feed them? You are, by selling pizza on the Internet.

The Internet provides the pizza merchant with an inexpensive way to reach large audiences in a forum that gives businesses large and small and equal opportunity. And with online applications growing each day your business cannot afford not to be on the net.

CyberSlice Inc. is launching an exciting, interactive network of Web pages linking pizzerias across the nation with millions of hungry online consumers. Using state of the art technology, CyberSlice helps you reach new customers and give additional service to the ones you already have. The process is easy and convenient for you and the consumer.

Here's How It Works:

You sign up with CyberSlice.

CyberSlice builds a free, customized Web page for your business featuring your menu options, prices, specials, etc.

An online customer accesses the CyberSlice Web site and enters the phone number of their location.

Using state of the art technology, CyberSlice pinpoints the exact location of the customer.

The CyberSlice system uses that location to generate a selection of pizzerias in the CyberSlice Network which will deliver to the customer.

The customer is able to sort through the selection of Web pages based on a variety of options ranging from menu choices to price. This gives you many different ways to appeal to a consumer.

The customer places an order using an easy, step by step process which even gives the customer a order summary before totaling the bill.

The CyberSlice system translates the order into a voice message. This message is then relayed to your telephone where a voice places the customer's order with you (just like any telephone order except you can stop, replay or even put the message on hold). So you don't need to buy any equipment (computer or fax) or alter the way you do business.

You make a great pizza, deliver it and get paid just like any other phone order, except you don't have to spend time on the phone going over menu choices and prices with the customer.

Advertise your Web page without promoting your competitor

Online customers can also access your page directly without going through CyberSlice's Network. To do this, you simply give out your Web page address (URL) the way you do now with your telephone number. As a merchant signed up with CyberSlice you will receive camera ready artwork of your URL ready to go to the printer for use on everything from your business cards to marketing materials.

Customers using your URL will go directly to your page and place an order. This method prevents them from going to competitors in the network, yet gives you all of the benefits of being a part of CyberSlice.

A customer who uses your URL will visit your own Web page, view your tasty menu options, and place an order. CyberSlice will process and call you with the order. The only difference is that instead of going to the pages of other merchants, your customer will only have access to your Web page.

By using CyberSlice's system you will be putting millions of dollars worth of technology and promotion to work for you. CyberSlice invests the dollars. You use the system to give your business big or small another way to reach the consumer.

It's that simple, easy to use, and convenient. And now you can listen to the jingle of the phones as cutting edge technology helps you sell more pies.

Graphics Make Site Fun to Visit

One of the reasons the World Wide Web component of the Net is so popular is its ability to use sound, graphics and animation which gives the user an enjoyable experience. CyberSlice has designed its site to captivate the Internet audience and keep them coming back.

When Internet users log on to the CyberSlice Web site they will be greeted with exciting graphics designed to appeal to people of all ages. The site leads visitors step by step through the process of selecting a restaurant, choosing from a menu and then placing an order.

Graphics throughout the site give users a virtual experience (just like they were at an actual restaurant). The look and feel of the site is lively and fun, an important element when marketing to today's sophisticated customer. The creators of the graphics on the CyberSlice Web site have designed projects for Time/Warner, Turner New Media, and Macromedia to name just a few. (Check out the cover for a peek at the site.)

Just The FAQ's

William W. Webb Talks about. . .
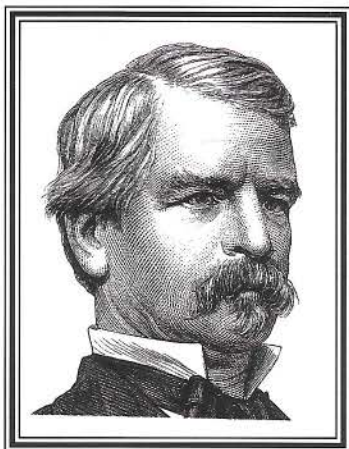
In this issue I will try to define some of those newfangled computer words bandied about by everyone from your barber to your congressman, er, person.

Bookmark:

A term used to refer to the act of marking a Web location for further reference, or to return to at another time.

Customers should be encouraged to "bookmark" your URL so that when they get hungry while surfing the Web they can dial up, order and continue surfing.

Cyberspace:

A term used to refer to the Internet and the other computer networks.

e-mail:

A message relayed across the Net from one computer to another, or from one server to another.

FAQ:

A acronym (pronounced fact or facts for FAQ's) for Frequently Asked Questions.

Home Page:

Home Page is the first document you come to at a Web site. The CyberSlice Home Page is the first page customers will see when they visit the CyberSlice Web site.

Hotlists:

Lists of frequently used Web locations and URLs (Uniform Resource Locators). In Netscape, a popular browser, it's called a bookmark.

Internet or Net, the:

A global network of computers with no central control used to transmit electronic mail, pictures, sound, animation and video. Experts predict more than 60 million Americans will be on the Net by the year 2000.

Hypertext:

This term describes the system that allows documents to be cross-linked in such a way that the reader can explore related documents by clicking on a highlighted word or symbol.

Links:

Connections between Web pages. Also known as hotlinks, hyperlinks or anchors.

Multimedia:

Documents that include data ranging from plain text to text and audio, or text combined with graphics.

Online:

The process of connecting a computer via a modem to another computer or network of computers. Also used generically to refer to connecting to the Internet. For example "I'm going online to order a pizza."

Search Engine:

A program at a Web site that helps users find information in text oriented databases.

Surfing:

Randomly going from place to place at whim. Much like channel surfing, except using a computer.

URL:

Uniform Resource Locator, the addressing system used in the World Wide Web and other Internet resources. CyberSlice gives businesses their own URL.

Usenet News:

An informal group of systems that exchange "news."

Web Browser:

The software that allows a user to access and view HTML documents. Examples of Web browsers include Netscape, and Mosaic.

Web Page:

An HTML document that is accessible on the Web.

Web Site:

A location on the World Wide Web for storing Web Pages. For example, your page will be located on the CyberSlice Web site.

World Wide Web:

Also known as WWW, the Web, or W3, the World Wide Web is the fastest growing segment of the internet.

Mr. Webb's column discusses issues and topics relevant to merchants doing business in today's technological environment. Send your comments or questions to William W. Webb at CyberSlice Inc.

How Menus Make Money

How many people walk into a restaurant and order without lingering over a menu?
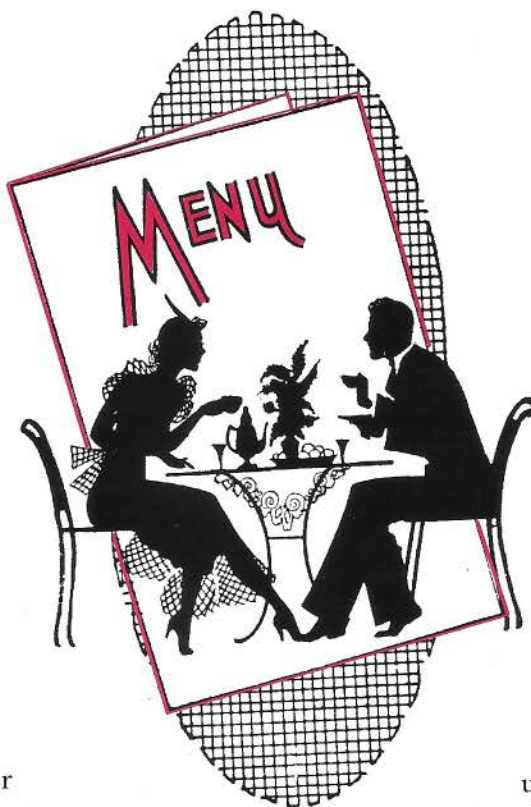
Not very many.

And yet what's the one thing customers usually don't have when they call to order a pizza?

A menu.

Very few people walk into a restaurant and place an order without looking at the menu first, whether they are standing in line at a lunch counter ordering pizza by the slice, or having dinner out with the family. People want to look over the selections before making a decision.

This is good for business.

Menus give customers choices they may not have anticipated. Besides choice, a menu gives the merchant an opportunity to showcase their foods and entice guests with mouth-watering descriptions of everything from appetizers to desserts. This translates into an enjoyable experience for the guest and a bigger check for you.

Guests may walk in wanting one entree only to change their minds and order something entirely different, perhaps accompanied by an appetizer. Choices add up to additional sales and greater customer satisfaction.

"When someone comes in for one thing and switches to something else they are often happier with their selection. Choice, whether it's in the form of a daily special or a new item represents something different—a little variety, and a little spice which usually translates into a happier customer and a higher bill," says Steve Green, president of Green Advertising Services.

Unfortunately this has been difficult to incorporate into the typical delivery transaction. The

delivery customer, familiar with only a few menu items, is forced to order the same thing repeatedly. So instead of seeing your selections as fresh and new, they think of your menu as the same old thing.

This is frustrating for the restaurateur with an array of appetizing menu choices and specials the delivery customer never requests. Your difficulty as a merchant is making them aware of those choices without spending a fortune doing so.

CyberSlice has developed a low cost solution to this problem using cutting edge technology. CyberSlice will build you a free Web page linked to their site which is in operation 24 hours a day, seven days a week. Your page will be displayed and operational during the hours you are available to customers in your delivery area. The easy to use system will take and process your customer's order and then relay that order to your restaurant over the telephone. There is no need to own a computer or invest in any equipment.

Increase Menu Awareness

Use your Web page to introduce consumers to your menu, and to better serve your delivery customer with added choice and greater convenience.

With a Web page on CyberSlice's site your entire menu, house specials, seasonal dishes, signature pizzas, (as well as individual toppings for customers who like to build their own) are available to customers at the click of the mouse.

Your Web page can attract new and loyal customers alike with intriguing menu selections. By including creative menu ideas on your Web site you can entice customers away from the competition's "same old fare." The CyberSlice site also allows you to change your menu. Which means you can add daily specials, provide cou-

pons and even announce special promotions on your page.

A customized Web page allows customers to select from your full menu which increases ticket price and translates into greater customer satisfaction and a higher profit for you.

Use Your URL to Increase Business

Use the CyberSlice site to help you attract new customers. Promote your own URL to service the ones you already have. Either way, CyberSlice's unique system will help you increase your share of the neighborhood market.

A Web page on the Internet shows your customers you care about giving them quality service and convenience.

❋

By giving out your own URL you will promote your own business, not your competitors.

❋

Use your URL the way you would your telephone number.

❋

Use CyberSlice's camera ready art to add your URL to all of your business, marketing and advertising materials.

How to Use the CyberSlice Sytem

Steve Green
Resident Pizza Guy

As a former multi-store pizza owner, it is my job here at CyberSlice to make sure that all of this high technology around here doesn't get in the way of selling more pizza. After all that's what all this effort is about in the first place. Here we go with first things first.

There are many innovative and exciting marketing programs that I can't wait to tell you about in future issues but before we start building sales we want to be sure that we have the basics down on how to use the CyberSlice system.

The Prank Order Security System

CyberSlice has put together a security system that will provide you with at least the same level of security from prank orders that you now have. That's because no matter who orders a pizza from you, you'll always have the customer's phone number and you'll be able to call them to verify the order. This is what CyberSlice recommends until you become familiar with that order.

There are four parts to the CyberSlice Prank Order System.

1) The customer is warned at the time of order that your store may be calling the customer back and that if there is not at least one phone line available for verification that the merchant is not required to deliver the order. This of course gives you a polite way to decline filling the order if the customer's phone is busy.

2) If you still get a prank order even though you have called the customer, please report this address to the CyberSlice Merchant Support Line. This address will be identified as a high risk prank order address and will not be allowed to order without the resident of this address talking with a CyberSlice customer service operator. This means that you and that particular customer will not be the victim of a prank order more than once. It also means that you will benefit from the knowledge gained about bad orders from all of your pizza merchant neighbors, and that will certainly reduce prank orders as well.

3) Once a CyberSlice customer has established his reputation in good standing with at least one other pizza merchant he will be identified as a repeat customer when you receive the order. This means that there is a greater degree of confidence that you can put into this order.

4) Party order limits. Since some pizza stores require advance notice and payment for party orders, CyberSlice will inform your customer that any order more than $100 will require talking directly to the manager of your store. Your phone number will be given to the customer at the time of their request.

Taking the CyberSlice Pizza Order

Taking a CyberSlice pizza order from our automated voice will be easy. Easier than talking with a real customer. That's because by the time you hear the CyberSlice voice the customer has already decided what they want. And the order will come to you very quickly so that you can get back to tending the oven. Don't be surprised if the average order is higher than what you are used to (after all, he's just spent a minute or two visiting your menu and now knows about all that good stuff that nobody ever remembers to ask for).

How to make sure that orders are handled properly

Most orders should not be a problem since the CyberSlice system is fully automated and the order taker is prompted through all stages of the call. However, to speed up the process and to ensure that the information is taken correctly your employees should refer to the CyberSlice order taking help card which should always be located by your phones. Also be sure that someone on your management team reads the CyberSlice Merchant Guide so that you'll know how to get the most out of the CyberSlice system.

Steve Green is president of SMARTS Pizza Marketing of Oxford Mississippi. He is a former four store Domino's Pizza franchisee and marketing director for Domino's largest franchisee. He has developed and executed marketing programs for nearly 1,000 pizza stores since 1982.

Surf the Wave of Raves

Now that your business is signed up with CyberSlice you will be part of the excitment as pizza becomes the next big wave on the Net.

As a merchant with a Web page on CyberSlice's Web site you will not only benefit from the use of cutting edge technology, but you will also reap the rewards of a huge promotional blitz. CyberSlice Inc. is planning a spectacular media launch to introduce the CyberSlice Internet Web site to the nation.

The excitement begins at the end of November with the first pizza ordered through CyberSlice. National media from print and broadcast organizations across America will be invited to a high profile location to participate in this event.

A highly respected entrepreneur from the computer/technology field will participate in the official launch of the CyberSlice Web site as the first person to place an order.

Besides National coverage by the media, news of the CyberSlice Web site is expected to be featured in everything from news magazines to talk shows. The excitement is certain to generate headlines in consumer and trade magazines.

In addition to promoting CyberSlice through the traditional media, (radio, TV, newspapers and magazines) the Web site will be aggressively touted online. Promotions will consist of Internet wide announcements to the online media and newsgroups about CyberSlice's Web site.

Links are used on the Internet as a sort of shortcut to connect one Internet site to another. Many users log on at one site and use links to continue their journey from site to site. Therefore, links to a site are vital to a commercial site's survival. An aggressive link campaign will connect the CyberSlice Web site to other sites around the Internet so that people entering the Net from various entry points will encounter the site.

News about CyberSlice will be posted to all relevant online locations, including news services and journalism hubs where the CyberSlice address will be distributed to thousands of targeted sites and search engines. Information about CyberSlice will also be posted to a variety of newsgroups, places people go for online news and to interact with others on the Net.

You will surf the wave of CyberSlice's launch activities if you are signed up for your free CyberSlice Web page. Enjoy the technology, and the excitement as CyberSlice helps pull your restaurant into the next wave of the 21st century.

Take a Peek at the CyberSlice Web Site