

geomex Release 2011 Enhancements February, 2011

These new enhancements are available to all geomex clients. The Holiday Closing Schedule System and the Product Sale/Display Hours System require a plug-in to be installed in your site. If you desire these enhancements please contact your geomex representative to arrange for installation of the plug-in.

Overview:

We have released the 2011 enhancements for all customers running on our original system. It consists of the following major additions to our system:

Enhanced Cross-Sell Function: allows the assignment of products to be displayed as Cross/Up-Sell menu items. This enhancement allows for entry of a quantity and modifiers in a POP UP window that appears when the Cross/Up-Sell item is selected. Prior to this enhancement a Cross/Up-Sell menu item did not have modifiers and needed to be a single priced item.

Holiday Closing Schedule System: automates and allows the scheduling of specific days and hours the business and Online Ordering will be closed throughout the year.

Product Sale / Display Hours System: allows the setting of hours for Breakfast, Lunch and Diner day parts. Additional time periods can be set for your restaurant Online Ordering System. This in turn allows individual products to be displayed but not ordered in a time period other than the one assigned to the product/menu item. Additionally you can hide products/menu items from the website when they are not available.

Comments Field display on/off and Custom Page display for products: allows for the turning on or off the "Comments/Special Instructions:" box by product. The feature allows you to assign a custom page in place of the comments box. This can be used to promote a product or other offerings on the website.

Detailed Description and Implementation of Enhancements

Enhanced Cross Sell Function

Function Description: This enhancement provides for assigning a Cross/Up-Sell item to any product or other menu item. Multiple cross sell items may be assigned to a product; i.e., for a sandwich a drink may be assigned and also a salad as a Cross/Up-Sell item. When the base product is put into the cart the cross sell items will appear at the upper right of the page with the suggestion “You might also like...” The Cross/Up-Sell items appear in a list with a check box to select them. If a Cross/Up-Sell item is selected and it has no modifiers, such as a Oatmeal Raisin Cookie, it is put into the cart. However if an item is selected that has modifiers a popup is displayed showing all modifiers and a comments field. The customer completes the selection and puts the item in the cart and continues ordering the original item.

Implementation: This enhancement is simple to install on any product item in the website. Simply go to the geomanager and select the products tab – List/Change/Remove and click Change on the product to which you wish to add the Cross/Up-Sell item(s). Toward the bottom on the page you will see an orange button Add/Change Cross-Sell Items. Click on it and a popup page appears with instructions on how to attach Cross/Up-Sell items to this product. You may attach as many products as you like although there is obviously a practical and logical limit. You must “Save” the popup page and then “Save” the product change window. That’s all there is to it. The next time a customer selects that product item the Cross/Up-Sell items will automatically appear.

Holiday Closing Schedule System

Function Description: This enhancement allows the restaurant operator to schedule non standard open and closing hours during the current year. The closing or hours change can be for an entire day or any part of the day. The entire year may be scheduled at the beginning of the year thus preventing an unwanted open website with subsequent orders being placed when the restaurant or Online Ordering site is closed.

Implementation: This enhancement is controlled through the “Hours” page in the geosetup after the module is requested and added. Log into the geomanager and click the geosetup link at the upper left under the geomerx logo. Then go to the “Hours” page. Scroll down until the “Holidays” section is visible. The system allows you to enter the month, day, whether or not the restaurant is closed all day or for just part of the day and the description you wish the customer to see on the website. For instance if you wished to be closed for your birthday, you would select the month and day of your birthday and check the All Day box. Then enter “Closed for My Birthday” in the description box. Then on your birthday the website would be closed and the description “Closed for My Birthday” would appear on the home page. Additionally customers would not be allowed to order “Take-out/Pickup” or “Delivery” on that day.

Note: *The Holiday Closing Schedule System operates on the current year only.*

Product Sale / Display Hours System:

Function Description: This enhancement provides the ability to control the hours in the day that the menu items in the website menu are displayed and can be ordered. You can control the display of products by designating them for a time period. Breakfast specific items can be set to display only during a preset time - Example: 6:30am to 11:30am. Additionally product items can be set to display all day, for a time period (breakfast, lunch or diner) or for a specific day of the week. The system controls when products designated for a time period or day can be ordered. If the restaurant had an “Omelet of the Day”, Monday thru Friday and you chose to display them every day, the customer can only order the Monday Omelet for Monday, the Tuesday Omelet for Tuesday, etc. The system works in conjunction with the order horizon set for Takeout or Delivery. The system controls this at checkout when the Delivery or Takeout time is selected. If a Tuesday Omelet is ordered for any day other than Tuesday and any time other than breakfast it will not be allowed.

Implementation: This system works by using two sets of parameters. The first set of parameters is entered through the “Hours” page in the geosetup. On this page the restaurant can set the times for their menu to be displayed. See the example below:

<u>Name</u>	<u>Start Time</u>	<u>End Time</u>	<u>Delete</u>
<input type="text" value="Breakfast"/>	<input type="text" value="7:00am"/> ▼	<input type="text" value="11:30am"/> ▼	<input type="checkbox" value=""/>
<input type="text" value="Lunch"/>	<input type="text" value="11:30am"/> ▼	<input type="text" value="4:00pm"/> ▼	<input type="checkbox" value=""/>
<input type="text" value="Dinner"/>	<input type="text" value="4:00pm"/> ▼	<input type="text" value="9:00pm"/> ▼	<input type="checkbox" value=""/>

[\[Add Product Time Period\]](#)

Step two is to synchronize your menu items (products) to the time periods and decide if you want them displayed on the website and whether or not they can be ordered during that time period.

If you had a “Western Omelet” on the menu but did not serve it on weekends it can be setup so that the Western Omelet would display during breakfast hours Monday through Friday and can be purchased only during that time period. The graphic below shows these settings for the Western Omelet. Every product in the website has the capability of being setup with “Product Hours” so that it is available and able to be purchased only when you want it to be.

If your restaurant's web site is set to accept orders for the future, for example one week in advance, you may want to make your menu items show all day so that a customer can select the Western Omelet in the afternoon for delivery tomorrow during the breakfast hours.

Set custom display and order hours

Product Display Hours	<u>All Day</u>	<u>Not Available</u>	<u>Breakfast</u>	<u>Lunch</u>	<u>Dinner</u>
Sunday	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuesday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wednesday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thursday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturday	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product Order Hours	<u>All Day</u>	<u>Not Available</u>	<u>Breakfast</u>	<u>Lunch</u>	<u>Dinner</u>
Sunday	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuesday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wednesday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thursday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturday	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This system allows complete freedom to control when a product is displayed on the website and when it is available for purchase.

Note: The system will not do anything to the current site until you set both the parameters under the hours page in the "geosetup" and the Custom display and order hours for each product you wish to control.

In order to make it easier to setup the product display and order hours there is a function under the products menu in geomanager in the change many selection. If you desire to setup a number of products, say the breakfast menu, you can select the Change Many function under the Products menu and select the Breakfast category and Display and Sale Hours in the Product item Property dropdown. When you hit Submit the page below will be displayed. There you may select the products you wish to control as a group and make the selections.

In the example three breakfast products are selected and they will be displayed all day but only orderable during the breakfast hours. This function is for groups of products in the same category that you wish to control the display and ordering hours as a group.

Product Category

Product Item Property

Display Preference By Product Category Alphabetically

<input type="checkbox"/> Product Item	Custom Display and Order Hours					
	Product Display Hours	<u>All Day</u>	<u>Not Available</u>	<u>Breakfast</u>	<u>Lunch</u>	<u>Dinner</u>
<input checked="" type="checkbox"/> 2 Eggs on a Roll	Sunday	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> Western Omelette	Monday	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input checked="" type="checkbox"/> Egg and Taylor Ham on a Roll	Tuesday	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Monday Omelette	Wednesday	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Tuesday Omelette	Thursday	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Wednesday Daily Omelette	Friday	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Thursday Daily Omelette	Saturday	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> Friday Daily Omelette						
<input type="checkbox"/> Saturday Daily Omelette						
	Product Order Hours	<u>All Day</u>	<u>Not Available</u>	<u>Breakfast</u>	<u>Lunch</u>	<u>Dinner</u>
	Sunday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Monday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Tuesday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Wednesday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Thursday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Friday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Saturday	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments Field display on/off and Custom Page display for products:

Functional description: The function will allow you to selectively turn on or off the “Comments/Special Instructions” box for each product (menu item). Additionally, you may assign a custom page to a product to further enhance the visual product display and enhance/define its sale. The custom page appears where the comments box appeared and is limited by the user to a particular size. Custom pages are free form pages of information and may contain HTML code, graphics and text.

Implementation: Under each product page in the “geomanager” there is a Display Comments Field drop down with three selections: Show, Hide and Custom page. You may choose any one of them. To hide the comments box for a particular product simply select “Hide” in the drop down and save the page. To show the comments field simply select “Show” in the drop down and save the page. You can choose to display a custom page instead of the “Comments/Special Instructions” box by selecting “Custom Page” in the dropdown. If you do select the Custom Page option another drop down will be displayed showing all the custom pages and you may select one.

Note: the operator is responsible for sizing the box appropriately so it will fit the page correctly. A page with a width of 300 pixels and a height of 200 pixels works well.

Other Changes and Enhancements

Create a PDF from a custom page: this allows you to create a .PDF file from a custom page. This is useful if you have a constantly changing menu category/page whether it is for daily specials, weekly specials or for Holiday menus. You can create a custom page with the category imbedded in it and add a link any menu bar. Customers will be able to view and download a PDF of the current menu.

Email list count: When viewing your Email Lists each will show the number of emails in a particular list within the geomanager. Mailing Lists consist of customers who have “Opted-In” to any list while creating an Account Profile, making a Reservation or just visiting your site and decide to “Subscribe” to one or any of your Mailing Lists.