

Online Ordering

Azzip has built a reputation for delivering great experiences to in-store customers as we crafted their personal pizzas while they provided us guidance – “more mushrooms, just a little garlic.” COVID-19 forced us to rethink our business to allow for customers to order ahead and pickup their completed creations. This added ordering channel was instituted out of necessity, but customer expectations surrounding convenience have permanently shifted during the pandemic. It is now on us to deliver the level of experiences customers have come to expect at Azzip through the online ordering channel.

Unfortunately, without the customer directly in front of us, the opportunity to make mistakes and create potholes has significantly increased. The two basic areas customers need us to consistently deliver surround order accuracy and order timeliness. When we deliver on these two basic areas, customers answer the question “How likely is it that you would recommend Azzip’s online ordering experience to a friend or colleague (0-10 scale)?” at an **average of 9.7!**

Accuracy

When building a pizza from a ticket, the customer is no longer watching to make sure their directions are being followed. The onus now fully falls on us to correctly build every customer’s pizza.

If we miss on accuracy – from the wrong topping to forgetting a cookie - customer responses on the prior question **drop to 7.9!**

Timeliness

A convenient online ordering experience is only convenient if the customer’s order is ready when they arrive. Customers generally expect their orders to be ready by the expected pickup time, and to be brought to their vehicle within 2 minutes of arrival.

If we miss on timeliness – by even 5 minutes – average customer response on the promotion question **drops to 5.1!** If we got accuracy wrong too, it **drops all the way to 4.5.**

		Timely		
		Yes	No	Any
Accurate	Yes	9.7	5.1	9.0
	No	7.9	4.5	7.4
	Any	9.2	4.9	8.6

Why do these two elements matter so much? **When we get them wrong, it weakens the trust customers have in Azzip.** They can’t trust us to get them their exact pizza. They can’t trust us to have it ready when we say we will. The two

areas may seem simple, but each require many moving parts to get correct on a consistent basis. The goal of this section of the Azzip Way is to lay out the best practices to consistently deliver an online ordering experience our customers can trust and will come back to time and time again.

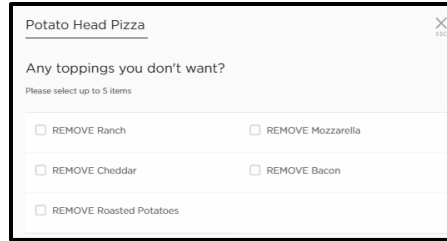
Customer Perspective

To deliver a great online ordering experience, we have attempted to recreate the in-store experience and provide the customer with significant flexibility in crafting their order. In order to understand how to build their pizza, it helps to understand how the customer creates their order online.

Customers first choose to Build Your Own or select an Azzip Pick including the Pizza of the Month. Within those options, they select to create either a pizza, salad, half & half, or kids meal entrée type. If they select a Build Your Own, they will be required to make their selections in the same order they follow in-store: crust, sauce, cheese, meat, vegetables, and after-bake toppings. At the end of the build process for each item, customers can input special requests for the order. The special requests are limited with “Changes in this section that require price adjustments cannot be honored.”

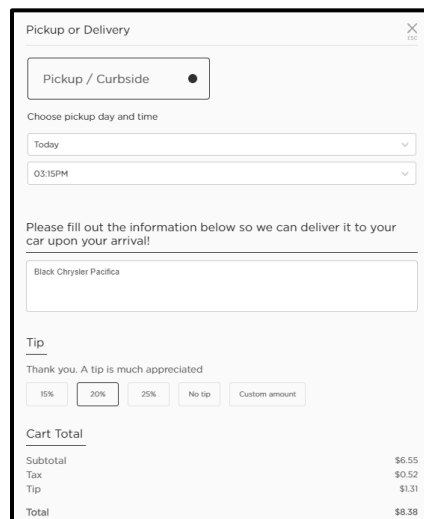
BUILD YOUR OWN			
			
PIZZA	SALAD	HALF & HALF	KIDS MEAL
Includes one meat, sauce(s), and unlimited veggies	Azzip Pesto and romano baked crust finished with field blend lettuce, one meat & unlimited veggies	Half pizza, half salad	Includes 6" pizza, warm cookie & a kids' drink
\$6.55	\$6.55	\$6.55	\$5.35

For Azzip Picks, the customer will first let us know if they wish to REMOVE any options from their Azzip Pick. Then, they are given the option to add additional toppings to their Azzip Pick.



Customers also have the option to add “Extras” and “Beverages” to their online order before checking out. The checkout process is driven through their mobile number at checkout.

During the checkout process, customers can enter a Promo Code, provide vehicle information, leave a tip, and importantly, select a time for pickup.



Finally, customers will input payment information – customers must pay for the order upfront using either credit/debit, Apple Pay, Google Pay, or gift card - and complete the checkout process.

Once completing the checkout process, customers will receive a text confirming we have their order and reminding them of their selected pickup time.

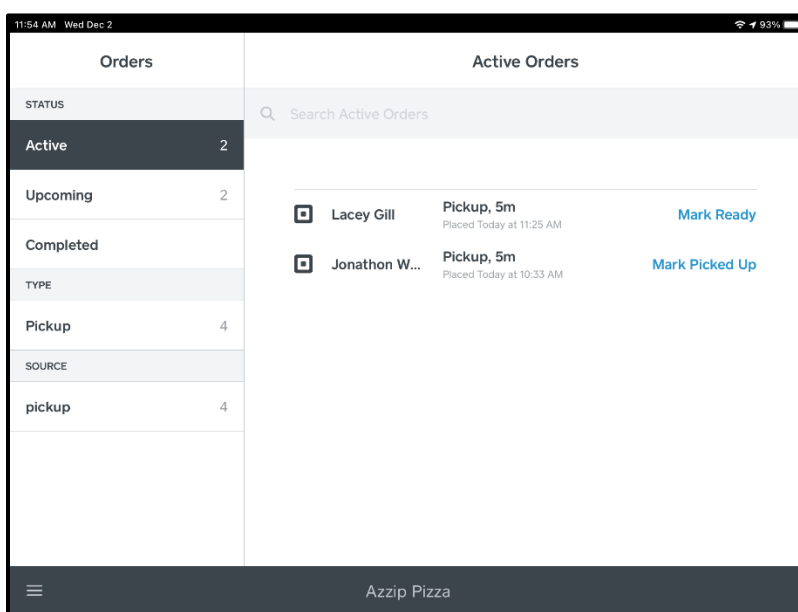
The Process

Once a customer places an order online, the GoParrot order platform injects the order into Square (see process flowchart at end of section for more detail) to process payment and allow the team in the store to take over the making and delivery of the order to the customer.

Within Square, the online orders are managed within the Orders tab. This can be managed from the iPad. The Square Register can also be used as a backup to manage orders.

For a new order to be received or print, the device for controlling the printing of tickets must be open to the Square app. If Square is not open, the app will not actively sync new online orders.

Within Square, new orders will be given a status of Upcoming or Active. Both the iPad and Square Station will receive a notification of a new order. Upcoming orders will move to the Active queue automatically based on the Prep Time set in GoParrot. Orders placed for ASAP pickup will always go into the Active queue. As soon as an Order is pushed into Active queue, an Order Ticket will print.



It is helpful to keep an eye on upcoming orders. If you see a larger order, you can prep for the order ahead of time. To print the ticket, you will select the order and choose to Print Order Ticket and then mark the order In-Progress to move the order from the Upcoming queue to the Active queue.

At times, you may need to recall or reprint a ticket. Once a ticket is moved to Active or Complete, you cannot move the order back in the queue. To print a ticket for an order already in the completed state, find the customer transaction in Square and print two new customer receipts.

Organizing Tickets

Once tickets are printed, one copy of the ticket should be given to the make station, and one copy should be given to the pay station. Generally, the orders will print in the order they have been received, so pizzas should be made in the

order they have printed to give preference to customers placing their orders earlier.

Make

With our current make station and oven setups, you will typically be working in online orders with in-store customer's orders. A couple tips for communicating with in-store customers:

- 1) Acknowledge the customer and explain you will be right with them.
- 2) Thank them for their patience.
- 3) Do not make back-to-back online order tickets if a customer is waiting.

Process steps:

- 4) Organize tickets – Have a process that everyone understands for the order in which tickets will be made. Numbering each ticket is an example of a process that has proven successful.
- 5) Use differentiated mats – Best practice is to use clipped corner mats for in-store customers and uncut for online.



6) Follow oven loading procedures – This will help the cut station team member keep orders together coming out the other side.

- 7) Never stop or switch to a new order once started – in-store or online. This is the quickest way to get an order confused or upset a customer.

Understanding Order Tickets

Order tickets have undergone an evolution since online ordering first launched. We have made multiple tweaks with a goal to make the receipt easy to read and understand to help us make and deliver the exact pizza a customer ordered.

Each ingredient on a ticket will be listed in the order we should build the pizza. The item name will denote if the customer is ordering an Azzip Pick or building their own creation. The modifiers under the order name will be listed in order from crust, Azzip Pick ingredient removals, sauce, cheese, meat, veggies, and after-bake toppings.

At the end of the item will be additional notes from the customer on how we can make their pizza personal. These are our chance to make sure the customer gets their pizza exactly how they want it. **When you read an item, be sure to read all the way down to the notes section BEFORE you start making the pizza.** It is also helpful to communicate this request to the next pizza maker to ensure they see the special instructions. If a customer requests something in the notes that requires a upcharge, we do not need to honor that request (it explicitly says so on the website), but we should communicate the change to the customer upon delivery.

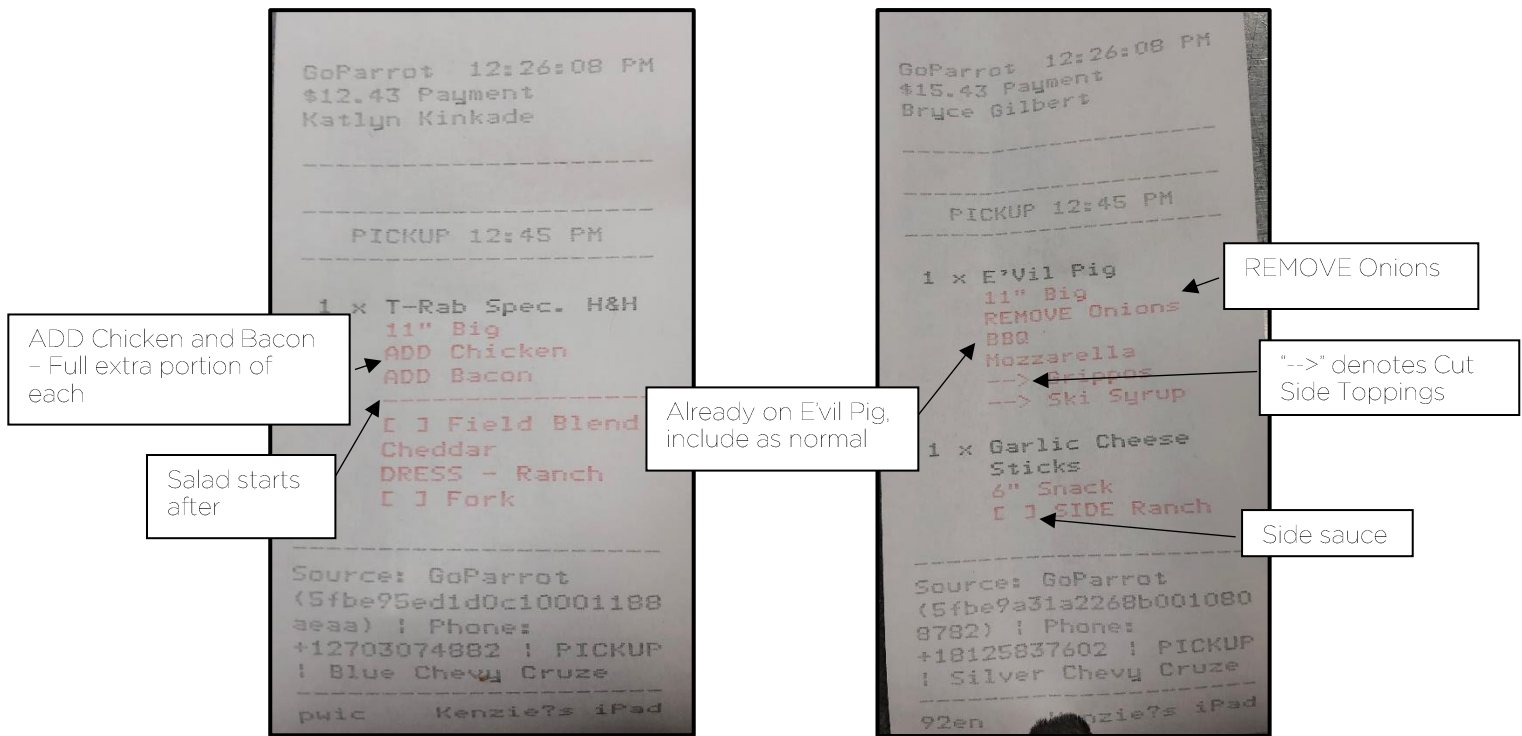
ADD – This term signifies a second meat option has been paid for by the customer. Each meat with an ADD selected should receive full portions, including on Azzip Picks.

EXTRA – Paired with EXTRA Mozzarella and used to indicate a customer has paid to have extra mozzarella on their pizza (3 slices Big, 2 slices Little, 1 slice Kids).

NO – Used with NO SAUCE, NO CHEESE, and NO MEAT to communicate from the customer they do not wish to have these ingredients added to their pizza.

REMOVE (or REM) – Denotes an ingredient from an Azzip Pick that should NOT be included on the customer order

ALLERGY vs. PREFERENCE – Used to indicate how to treat the allergy handling process for Gluten Free pizzas.



For Azzip Picks, your assumption should be to make the pizza as intended with modifications made based on removals and additions requested by the customer. **Special attention should be paid to REMOVE or NO modifiers as a customer is much more likely to be upset about receiving an ingredient they didn't want than they are if we forget to add a vegetable.** Customers will sometimes select an ingredient included on an Azzip Pick. Unless it includes an ADD modifier (they paid extra for additional portion with ADD), you should put a standard portion of the ingredient on the pizza.

Azzip Salads and Half & Halfs will include a dashed line to denote the separation between ingredients intended for the pizza half and salad half. All salad portions should be made directly in to-go containers with the correct number of dressings in 2 oz portion cup(s) with lid placed with other side items.

Communication

One of the keys to successfully building order tickets to customer's specifications is to ensure all members at the make station are working together. This requires proper location and movement of the ticket down the line, especially on large order tickets.

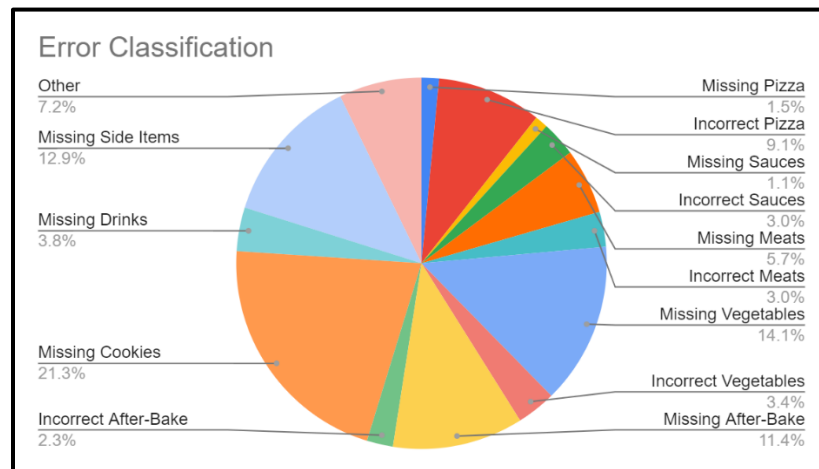
As previously mentioned, pizza makers reading special instruction for a pizza should communicate those changes down the line. While this does not exempt the next pizza maker from reading the ticket, it helps call their attention to these changes and minimizes the chance for errors.

Finally, the oven loader should do a verification check on every pizza before it goes into the oven. Mistakes caught at the cut station will require a significant delay to the order error as well as following orders. **Oven loaders should place a special emphasis on verifying the REMOVE, NO, and notes to ensure customers are not receiving items they did not want on their pizza.**

As always, don't let the oven be a barrier to communication. Passing along the status of a ticket or a special request can help a rush flow smoothly.

Cut/Pay

With the make station team members focused on making accurate and quality pizzas, the team on the post-bake side of the oven has an equally important role to play in ensuring the final accuracy and delivery of the order. In the early stages of online ordering, the most prevalent source of error was reported to be "Missing Cookies" (21.3% of errors) with "Missing Side Items" (12.9% of errors) and "Missing After Bake" (11.4% of errors) occupying the 3rd and 4th highest sources. **In total, half of all order accuracy errors occur on the post-bake side of the oven.**



Roles

One of the most critical aspects to successful post-bake online order execution is a clear set of roles for each person working that side of the oven during a rush. The roles may vary depending on the expected volume and staffing, but the roles should be clearly defined prior to entering a rush on the playbook.

Cut

The cut station employee has primary responsibility for ensuring the items get the correct set of post-bake toppings and serving as a final verification for the correctness of the pizza before the pizza goes in a box.

At the cut station, pay special attention for "-->" notations and the notes section on the Order Ticket. The "-->" serves as a call-out for cut station specific requests for after-bake toppings such as Grippos, Ski, Hot Honey, etc.

☆☆☆☆☆☆ – Give Away the Mistake

If an error is discovered at the cut station and a remake is required, a banana pepper should be placed on the mat with the pizza. The incorrect pizza should be boxed up with a note on the box, and delivered to the customer along with the remake with an explanation and apology for the error.

Pay/Float/Runner

Depending on the volume and staffing during a shift, the pay or float position may share responsibilities differently. Between the two, they support online orders by staging orders, gathering extras, delivering to the vehicle, and keeping Square Orders up-to-date.

Stage an Order

Count and gather the correct size and number of boxes with an online order. Order the boxes with the first pizza expected to come out on top and the final pizza on bottom. Place the boxes in an accessible location for the cut station employee.

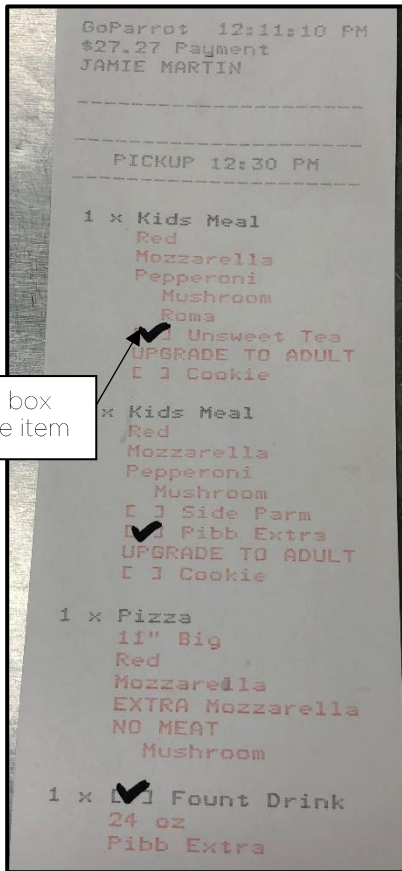
☆☆☆☆☆☆ – Label the Boxes

If time allows, label the boxes with type of pizza for large orders. This will help customers in distributing the orders to everyone on the order.

Gather Extras

As previously mentioned, extras are a commonly forgotten item. This is largely because of the lack of verification steps involved and how many of these items are scattered throughout the receipt. To help reduce errors, Extras to gather are denoted on the receipt with a [] to provide for ease of spotting the items. The [] also serves a dual role as it serves as a box to check once the item has been gathered and placed with the order. Side sauces, cookies, bottled drinks, forks, straws, and napkins should all be placed in the paper bag and then checked off. Small salads should also be

placed in the bag whenever possible. Fountain drinks and large salad boxes will not fit in the bag and should be stored nearby.



Check box
for side item



Storing Order

Once an order is complete, the hot items should immediately be placed into an insulated holding bag or on a warming shelf or cabinet. The hot hold area should be labeled with a number that corresponds to a cold storage area for drinks, salads, and extras. Whenever possible, the cold storage area should be directly above the hot storage area. Whenever an order is delivered, both areas should be checked to ensure all items are taken out for delivery.

☆☆☆☆☆ – Bury the Surprise

Including a free cookie or small treat that will compliment the experience is the perfect way to create a surprise and unexpected peak to their online ordering experience at Azzip. Try doing this randomly throughout a rush to boost someone's day! Utilize the Free Cookie stickers or let the customer know so they don't think you just made a mistake.

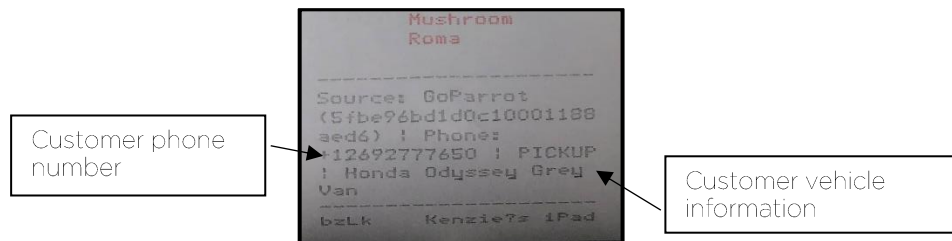
.Managing Square Order Dashboard

Managing the active orders is critical to ensuring all customers are properly served. In Square, an order can be listed as New, In-Progress, Ready, and Complete. **While the customer won't see these designations or status changes, it is important for the team to change at the appropriate stages to understand the current state of online order tickets.** If you move an order to "In-Progress", you must also manually print the receipt at that time because it will no longer automatically print ahead of the designated pickup time.

To successfully manage a rush with online ordering, keep an eye on Upcoming orders. It will allow you to be proactive, print large tickets ahead of time, and control the rush instead of letting the rush control you.

Curbside Delivery

The final step in the process is a successful delivery of the completed order to the customer's vehicle. Currently, a customer can only opt for curbside pickup and is prompted to input their vehicle make and model during the checkout process. If this information is missing, call the customer as soon as possible to collect the information.



☆☆☆☆☆☆ – On-Time Means Early

If the order is ready 5 minutes before a customer's pickup time and we can get the order out to them early, they will appreciate having the extra time back in their day. The less time a customer spends waiting in the pickup spot, the better experience for them as well!

The team member responsible for running the order should be vigilant in keeping an eye out for cars in the curbside pickup locations that match order tickets. In addition to paying attention for the arrival of the expected vehicles, the runner should also be proactive in preventing upset customers in the following situations:

- 1) Idle vehicles – If a customer in an unidentified vehicle remains parked in a curbside spot for more than 10 minutes, politely approach the vehicle and get the order name and number to check on their order. This could help catch “missing” orders as early as possible as well as correct if a customer has erred in the location or placement of their order.
- 2) Non-curbside spots – Customers will occasionally fail to park in the curbside spots. If a customer is late for pickup, scan the parking lot to make sure we aren't missing their vehicle.
- 3) Late arrivals – If the customer is still missing 15 minutes after their order pickup time, it would be best practice to call the customer to let them know we have their order and ensure there wasn't confusion on the order timing or location.

☆☆☆☆☆☆ – Remake “Old” Orders

If you call and talk to a customer who is running late, remake their order before they arrive so it is fresh, especially if something delayed them out of their control.

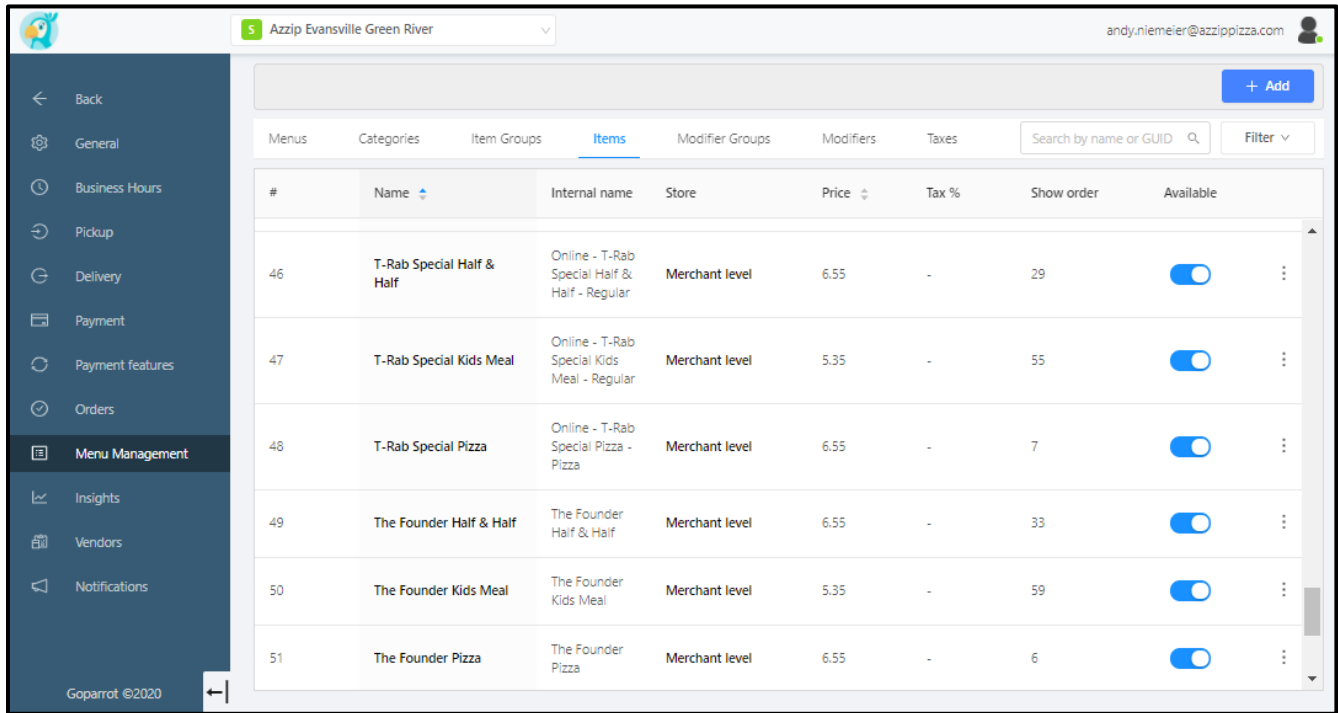
When delivering the order to the customer. Communicate to them:

- 1) Quantity of pizzas and sides.
- 2) Cookies and extras and their location in the bag.
- 3) Thank them!

After delivering an order to a customer, immediately mark the order “Complete” in the Order tab within Square.

Menu Management

The back-end of the menu is controlled through a menu manager on the GoParrot Dashboard. The menu in the GoParrot Dashboard is synced with Square. Each Item, Modifier, Price, and Discount must be matched up across the two systems or an error will be created.



Item Groups – Parent groups of selected Items. We use them for Pizza of the Months, Azzip Picks, and some bottled and canned drink options.

Items – Pizzas and cookies are created as an Item. Items have a specific price, description, pictures, and linked Modifier Groups.

Modifier Groups – Categorize and organize the different Modifiers a customer uses to build their pizzas.

Modifiers – Specific choices (crust, sauce, meat, etc) customers are selecting as they build their custom order.

Most of the menu modifications should be handled by a member of the home office staff to ensure links are not disrupted between GoParrot and Square.

However, there are some items that may more frequently be out of stock and you would need to update their availability online.

Crusts – Particularly cauliflower, gluten-free or other specialty crust. To remove, search under “Modifiers” for the appropriate crust type and toggle the availability to off (red).

Cookies – Cookies are located under “Items”. These should be turned off before you run out completely, as you cannot remove as a Kids Meal addition and should be conserved to be provided as Kids Meal sales.

Fountain Drinks – To turn off select fountain drink options, search for the drink type under “Modifiers” (i.e. Ski syrup is out). To turn off all fountain drinks (i.e. CO2 is out), search for Fountain Drink under “Items”.

POTM – If you run out of an ingredient for a POTM, there is some gray area. If the ingredient can be easily substituted (ie regular chicken for smoked chicken), leave the item available and make the substitution while letting the customer know when you take the pizza to them. **If the item is central to the POTM (ie Cream Cheese mix for March Crabness), remove the entire “Item” and “Item Group” for the POTM.**

Select Vegetable and Meat Toppings – If you run out of chicken or tomatoes, these modifiers can be removed as options under the Modifier tab. However, with primary ingredient shortages, these often impact Azzip Picks and additional menu modifications may be needed. Please contact a management team member with questions.

When removing an item from the menu, be sure to communicate it to your store leadership via the Azzip Way board and/or text to ensure it gets turned on once the item is back in stock. The opening manager should check for unavailable items (via communication board) and turn back on once it has been restocked.

Order Capacity Management

A key role to ensuring the successful operation of a shift is properly managing the order tickets from customers. The process for managing the rate of new tickets is called “Throttling” and is managed through the GoParrot Dashboard. This process has evolved from a manual to an automatic process, and improvements to the algorithm will continue to help us deliver orders quickly and on-time for customers.

GoParrot Order Throttling

An algorithm within GoParrot controls the rate of new online order tickets by limiting the number of customers who can place an order for a designated time window. Once a time slot is filled with customer orders, the next set of customers must choose a later time slot to pick up their order.

Settings within the GoParrot “Pickup” and “Order” tabs allow us to control the allowable rate of orders.

This screenshot shows the 'Pickup' tab settings. It includes a grid of controls: 'Enabled' (toggle on), 'Tip required' (toggle on), 'Pickup time for customers' (input: 15 min), 'Prep time' (input: 15 min), and 'Address' (text: 2121 N Green River Rd, Evansville, IN 47715). On the right side, 'Minimum Order Total' is set to 0 and 'Maximum Order Total' is set to 75.

Pickup Tab Screenshots

This screenshot shows the 'Order for later' settings. It includes: 'Enabled' (toggle on), 'Minimum delay' (input: 15 minutes), 'Opening Hours Delay' (dropdown: Disabled), 'Maximum delay' (dropdown: 1 day), 'Delay step size' (dropdown: 15 minutes), 'Disable ASAP orders' (toggle off), and 'Push orders to the next day' (toggle off).

Pickup Time for Customers – For ASAP orders only, *how long should customers expect to wait for their food?* This expectation is controlled by the customer selected time when choosing to “Order for Later”.

Prep Time – *How long before the order Pickup Time should the order ticket print?* On a busy night, this value could be increased up to 20 minutes, while during slower time it should be set to 15 minutes to prevent the order from being prepared too far in advance. Currently, changing Prep Time will change your Order Capacity automatically. **After adjusting Prep Time, you should change Order Capacity back to desired settings.**

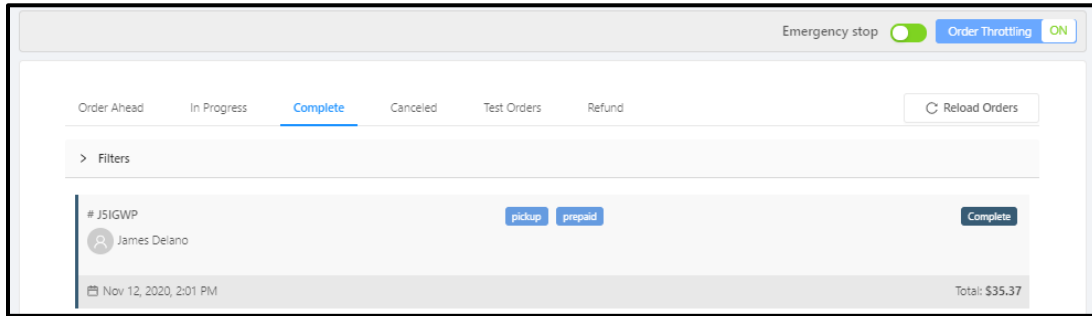
Minimum Delay – *How far in the future must any new order be placed?* When using Order Throttling, this should always be set to 15 minutes, as the GoParrot system will automatically adjust to limit orders. If manual throttling is required, this is the primary lever to pull to control the rate of online customer orders.

Delay Step Size – *How big is the time of each order window?* Currently, this should always be set to 15 minutes, but may change with future updates.

Disable ASAP orders – *Are ASAP orders allowed?* If so, customers will be notified of their expected pickup time based on the “Pickup Time for Customers” setting. When using Order Throttling, this should generally be “unselected” so customers can select for an immediate pickup.

Orders Capacity – *How many total orders allowed per hour?* Generally, this number of orders should be between 12 and 18 orders per hour. In special circumstances, this may need to decrease below 12. This helps balance the number of online orders with in-person customers. The hourly Order Capacity is broken down in the Delay Step Size windows to create the number of allowable orders within each window. The schedule for specific time periods can be set in the Orders tab.

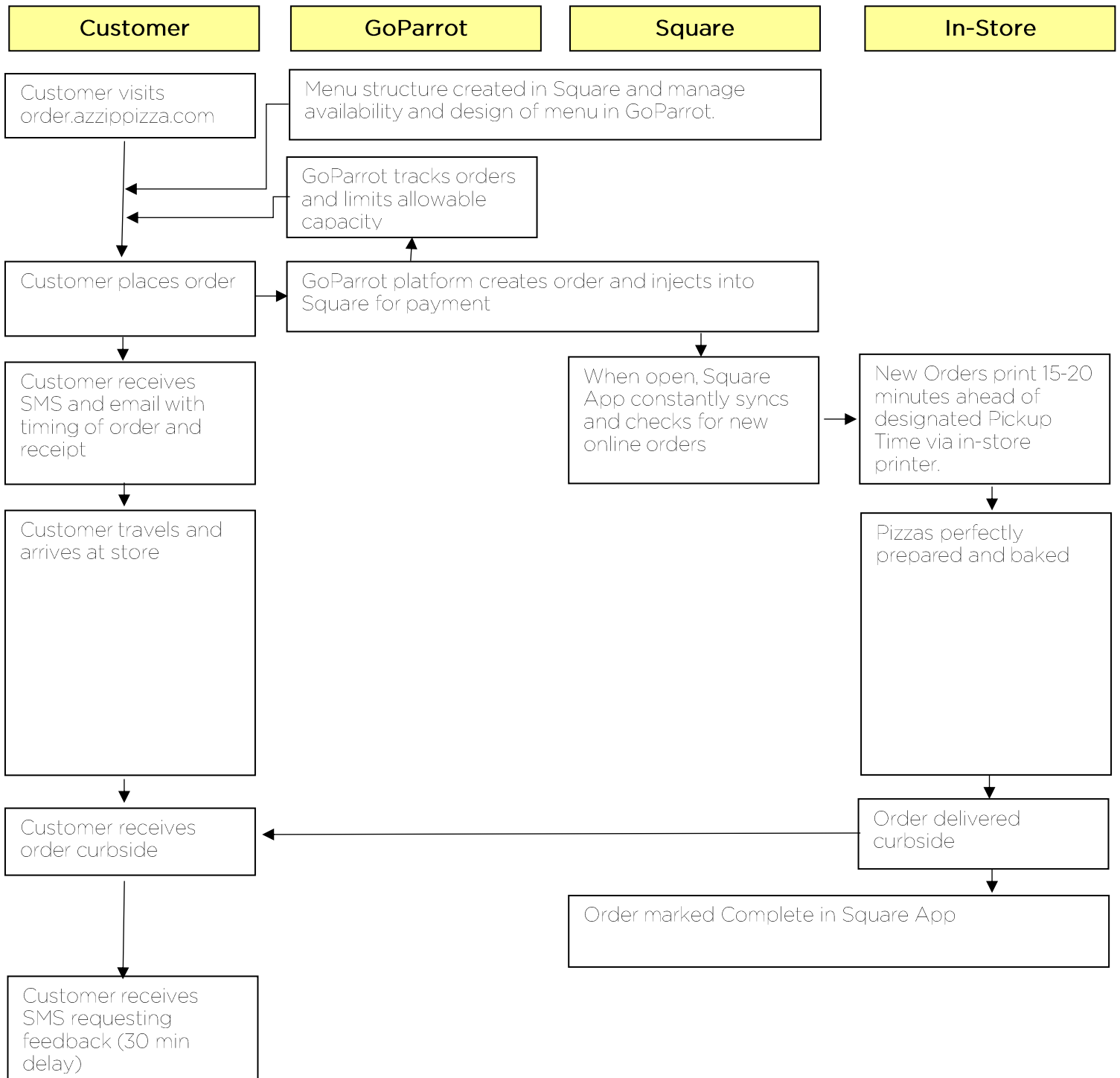
The GoParrot “Orders” tab also shows Order Ahead, In-Progress, and Completed online orders. The status of the order is based strictly on expected state of the order and not on status changes made within Square Order Management. If you are unsure if Square is working correctly, this is good place to check for potential “missing” online orders.



The screenshot shows the 'Order Throttling Rules' configuration page. On the left, the 'Default Rule' section has a 'Save' button and a toggle for 'Order Throttling Enabled' (checked). Below this, the 'Kitchen capacity' is set to '12 Orders / Hour' with an 'Unlimited' checkbox. A callout box labeled 'Current Hourly Capacity' points to the '12' value. On the right, the 'Set Time Specific Throttling Windows' section has a 'Create New Window' button and a calendar for 'November 9 - 15'. The calendar shows a grid of days and times. A vertical blue bar highlights Thursday, Nov 12. Two orange boxes on the calendar indicate '16 Orders Per Hour' for Friday, Nov 13 and Saturday, Nov 14. A callout box labeled 'Scheduled Hourly Capacity' points to these orange boxes.

Online Order Process Flowchart

The path of a customer's online order requires a combination of partners and participants to execute successfully. The steps and links between the partners are summarized below.



Troubleshooting

Mistakes are going to happen. Technology is going to fail. We are human and will lose focus reading a ticket. It's all about having and following a plan on how to respond that will make the difference between an upset customer and a thrilled customer.

Order Mistake

It's best to catch these early – ie at before the oven – and certainly before delivery to the customer. If the customer catches the error, they may associate it as an error even if we can correct it on the spot.

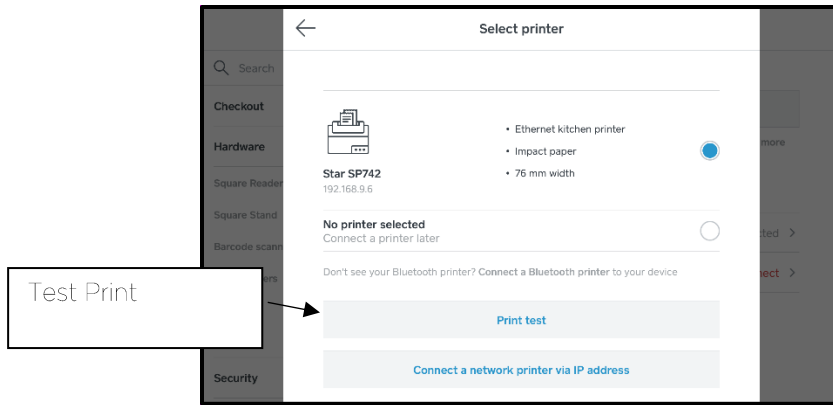
- 1) Apologize
- 2) Prioritize the remake of the customer item
- 3) Provide the customer with a free Little Zip Coupon or free cookies for the added wait
- 4) If the customer has already left, call them to let them know about the mistake and offer to refund the items. This can be done on the transaction in Square. Provide a brief explanation of the error in Square when processing the refund.

Out of Item

If we are out of an item and it has not been removed from the online menu, call the customer and inform them of the error. Offer a substitute item or a refund. Be sure to follow up with a manager or home office support to get the menu corrected.

Order Ticket Printer Not Working

- 1) Check paper. Replace as necessary and ensure the roll is inserted in the correct direction and old printer paper core has been removed from the printer.
- 2) Check status within Printer Station on iPad. Is the printer found on the network? If so, test print a receipt.

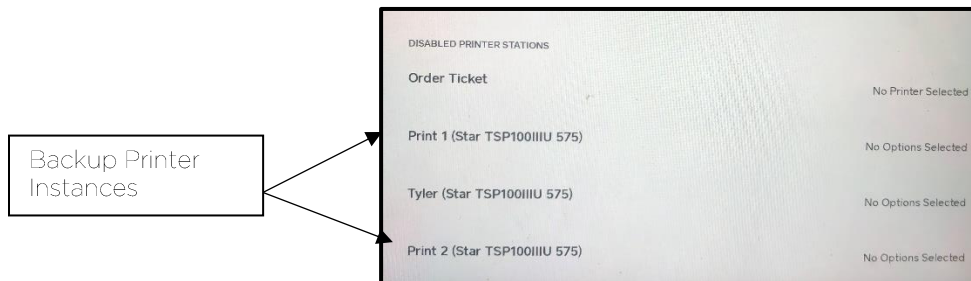


3) Turn off printer, wait 10 seconds, and turn back on the printer.

4) Print diagnostic and check for connection to network by turning off the printer and holding "Feed" button for 2+ seconds while turning back on. At the bottom of the second page that prints, check for the respective status of the Ethernet or Wifi settings. The Wifi Network should be the same as the Wifi Network of the iPad.



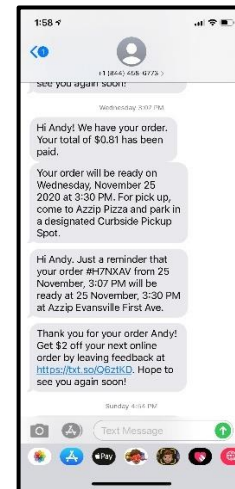
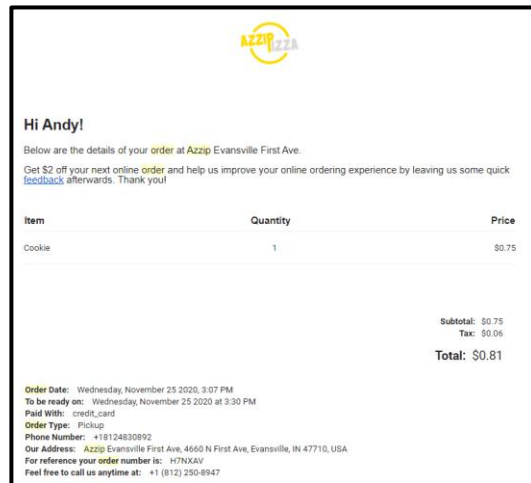
5) From the Square Station, turn on the Order Tickets to print from the customer receipt printer. There will be two instances of the same printer that will need to be turned on to print two copies of the receipt.



Missing Ticket

A customer arrives and you do not have a printed ticket for their order. This can be caused by several reasons:

- 1) Customer never completed the checkout process and didn't press submit - Ask them to verify they received an order confirmation text and/or email.



- 2) The customer placed the order for the incorrect location – have the customer check their order location in the text and/or email. If submitted for the wrong location, let the appropriate store know of the cancellation.

☆☆☆☆☆☆ – Show Empathy

We know mistakes get made. Show the customer understanding in this moment and prioritize making the pizzas for them at your store. Don't make them travel all the way across town to get what are sure to be cold pizzas.

- 3) Order accidentally got marked complete – Check the Complete queue for the customer's order. It could have accidentally gotten marked complete. Reprint the ticket, prioritize the making, provide free cookies, cheese sticks, or coupons, and apologize for the delay. Let them know how long the remake process should take.
- 4) Technology related issue – Square, GoParrot, or the network could be down if you cannot find the order and the customer has the appropriate confirmation text/ticket. Prioritize the customer's order and relay the potential issue to the appropriate contact. Make sure new orders are syncing within Square and the appropriate device. Check GoParrot orders tab for potential upcoming orders.

Large Orders

Online orders are restricted to less than a \$75 subtotal before tax and tip. If a customer calls and is trying to place a larger order, and the store can accept it, it is better to have the order ahead of time to plan than to hold up the line for a large customer order. Communicate with the customer the expected pickup time for the larger order and change the "Maximum Order Total" within the Pickup tab to allow the order to be placed.

Long Line

On a busy Friday night, you are going to have a line in the store as well as a stream of online orders. Order throttling should allow for a balance between making pizzas for in-store customers as well as online orders.

If the staffing is not available to adequately handle orders from both sets of customers, the priority should be given to in-store customers. In this scenario, you should NOT Emergency Stop all online orders as you are likely to start receiving phone calls asking about why online orders are down. Instead, you should throttle back the online orders to 8 orders per hour in the Orders tab for the next hour while the team works diligently to move customers through the line and restore the online order capacity once this line has been complete. While social distancing is required, you should almost always have "gaps" in the line where online orders can be made.

Internet Outage

We have added failover internet devices in most stores to provide continuous internet connectivity in the instance of a failure of the local internet service provider. However, if the store network fails or power to the store is lost, the orders will not be received from orders placed online. In this instance, please set the Emergency Stop from the Orders tab or contact a management member outside the store who can set the Emergency Stop for you. Once service is restored, check to make sure the Emergency Stop is reset.

Square Outage

Square is integral to our ability to manage online orders. In the instance of a Square outage, it would interrupt a customer's ability to place an online order. If customers call the store, communicate the issue we are experiencing and attempt to take their order over the phone for curbside delivery if possible. You can check www.issquareup.com to see if an active outage is being investigated by Square.

Website or GoParrot Outage

GoParrot and their host servers have experienced brief and extended outages at times. Whenever possible, try to make an exception for customers by offering to take their order over the phone. Phone orders can be entered by switching the Square menu screen to the alternate menu screen. To check for potential issues, visit your store order page and build an order for yourself. If you can get to the final payment screen in the order process, the issue likely isn't tied to a GoParrot outage. However, if you receive calls from multiple customers having difficulty submitting an order in a short period of time, please escalate to the appropriate contact.

Customer Order Issues

At times, it may be helpful to check these issues out yourself to properly communicate what is going on. You can navigate to order.azzippizza.com and select your store location to verify if an item is unavailable, if you can navigate to the checkout phase of the order process, etc.

A couple common causes of customer induced errors with online ordering:

- 1) All Modifiers Categories Not Selected – Crust, Sauce, Cheese, and Meat require a selection as well as Salad Dressing and a few others.
- 2) Order Maximum Exceeded - \$75 order size maximum. Increase the maximum order size or ask the customer to split into multiple orders.
- 3) Payment Information – Payment requires a Credit Card for Tips, even if the customer is paying with a gift card.
- 4) Time Selection – If an order window is not available for selection, it is likely because we have reached the maximum orders we can make within that timeframe.

You can also refer them to our online order FAQ page at www.azzippizza.com/orderFAQ. If none of these selections helps the customer resolve their issue, we should try and make an exception and take their order over the phone whenever possible.

Contacts

- **Azzip Contact:** Andy Niemeier – andy.niemeier@azzippizza.com or 812-483-0892
- **GoParrot Support:** Email support@goparrot.ai or 1-917-746-4213
- **Square Support:** www.issquareup.com

Online Order Scorecard

	Pass/Fail	Comments
Is everything available on online menu? <i>Check beverages, crust options, and cookies</i>		
Is order throttling turned on and set correct? <i>Order capacity appropriate, schedule, Prep time, minimum order delay</i>		
Is Order Ticket printer ink visible and legible?		
Are roles being assigned and playbook being used?		
Are pizza makers appropriately communicating with in-store guests?		
Are pizza makers using different mats for in-store and online orders?		
Are the pizza makers communicating with each other about online order tickets? <i>Check for REMOVE ingredients from Azzip Picks, Note communication</i>		
Are boxes being staged before an order exits the oven?		
Are extras and sides being gathered and placed into bags?		
Is the Order Delivery area setup and being used appropriately?		
Are the orders within Square being managed appropriately? <i>Check for marking Complete in a timely manner after delivery</i>		
Is the team verifying for order accuracy? <i>Ensure the use of check boxes on order tickets for gathering sides.</i>		
Did at least one order include a 6* experience? <i>Free cookie, timeliness, remake, etc</i>		
Check 5 orders for Order Accuracy and Timeliness. <i>Verify all REMOVE requests, Items, and Pickup Time versus Order Complete Time</i>		

Score out of 14: _____

Order Log:

Order Name	Accurate?	Pickup Time	Completion Time

Did you catch any accuracy misses on verification before the item was delivered to the customer? This could help identify additional areas of opportunity to address for process improvements or employee training.

Additional Comments: