



ezCater Training Webinar

Grab a snack and sit tight - we'll be getting started shortly!

Welcome to ezCater!

Solutions to help you grow and manage
your catering business from customer
acquisition through professional,
reliable delivery.





Q&A



Chat

**Please post your questions in the Q&A
portion of the zoom - NOT the chat**



Training Agenda

- 1 Customers & Orders**
- 2 Reliability & Operational Metrics**
- 3 ezCater Order Lifecycle**
- 4 Delivery Management**
- 5 Support and training resources**

ezCater Fuels food for work



ezCater Order Basics



Food for Work

- Food for scheduled meetings, events or lunch breaks
- 97% of orders are delivered
- Business catering is high stakes



High Value Customers

- \$420 average order value serving 25 people (2025)
- 39% of customers are ordering at least once a week (2024)



Order Timing

- Order placed in advance
- Orders typically fulfilled Monday-Friday
- 70% of orders delivered before 12 PM



24/7 Support

- 5-star, award-winning customer service available any time
- Speak with a live agent via phone, chat or email

Connecting you to high value customers

The go-to option

99%

of our customers say ezCater is their go-to option when ordering food for work.*

*Source: ezCater 2024 Food for Work Report

Expand your reach

70%

of customers personally ordered from a restaurant after first trying it through an employer-provided meal.

Partnering with top companies across industries

ezCater continues to expand our relationships with major companies — and bring those orders to you.





Reliability

How ezCater defines reliability:

We define a **reliable order** as one that is delivered **on time, in full, and exactly as expected** by our customer.

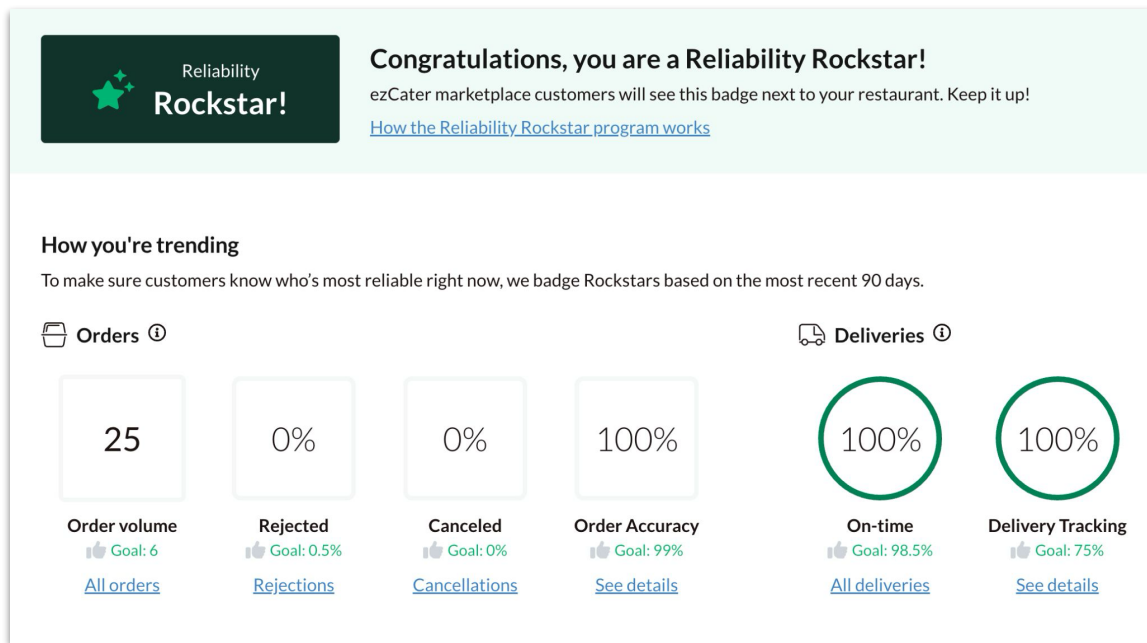
Operational Metrics

	Goal	Calculation
Rejection Rate*	$\leq 0.5\%$	Rejected Orders / total orders
Cancellation Rate*	0%	Cancelled orders / total orders
On-Time Delivery* (self-delivery)	$\geq 95\%$	% of orders delivered within the delivery window
Order Accuracy	$\geq 99\%$	% of orders <u>without</u> customer reported issues
Ready for ezDispatch*	$\geq 95\%$	% of orders ready at scheduled pickup time
Delivery Tracking	$\geq 99\%$	% of orders where a driver is assigned and status updates are recorded
On-Time Acceptance	100%	% of orders accepted within the first 15 minutes (during operating hours)
Star Rating	≥ 4.8 stars	Average order rating from customer reviews

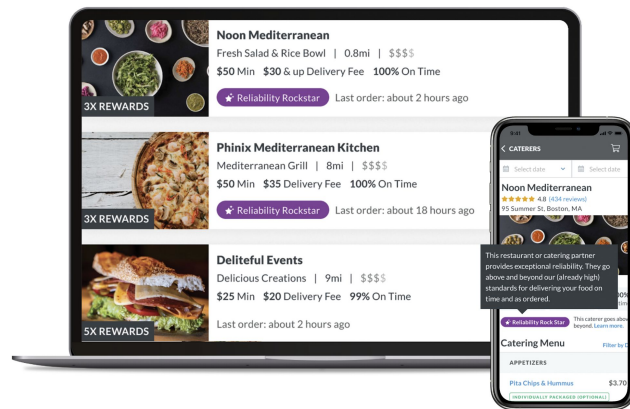
* = Falling below operational standards could lead to your store being paused

Reliability Rockstar

The Reliability Rockstar program **celebrates and highlights** the **most reliable and high-performing caterers**



Reliability Rockstar now evaluated on a rolling 90-day basis



What you'll get:

- Increased visibility in search results
- **Reliability Rockstar** badge (as shown above)
- Appear in search filter for Reliability Rockstars



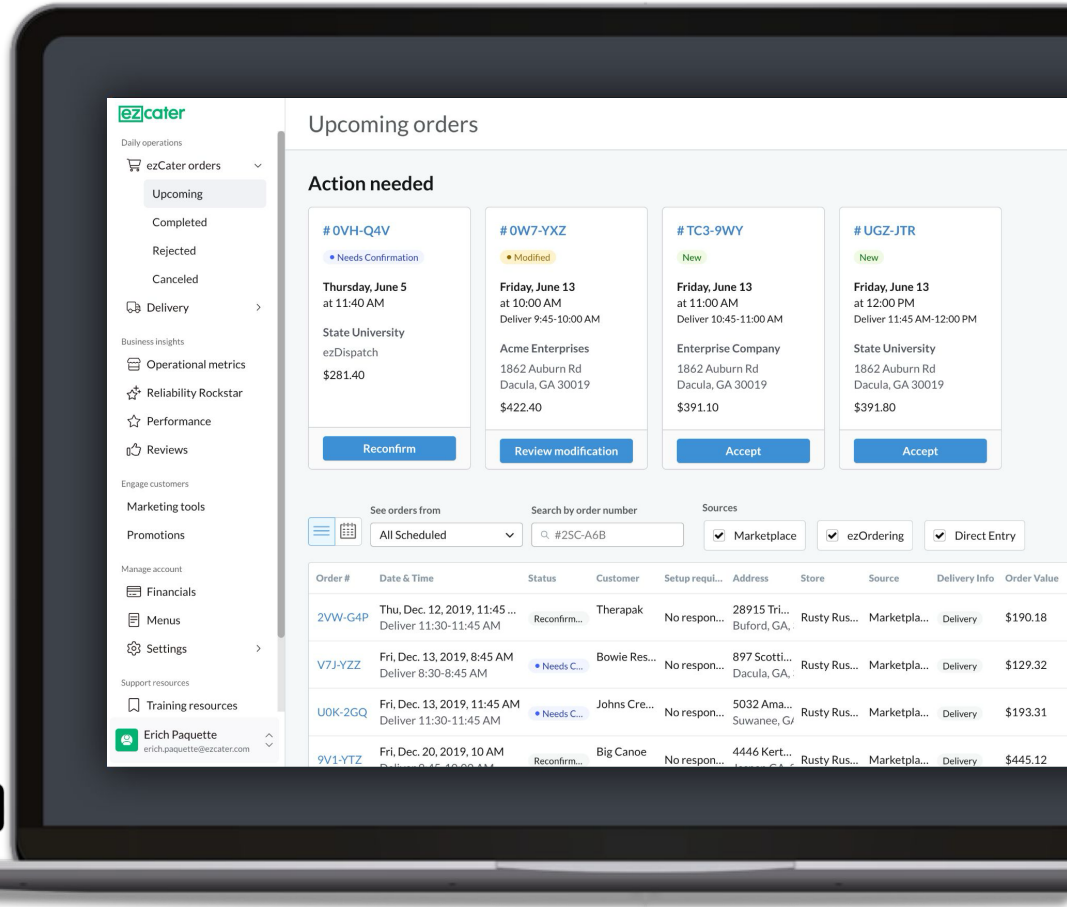
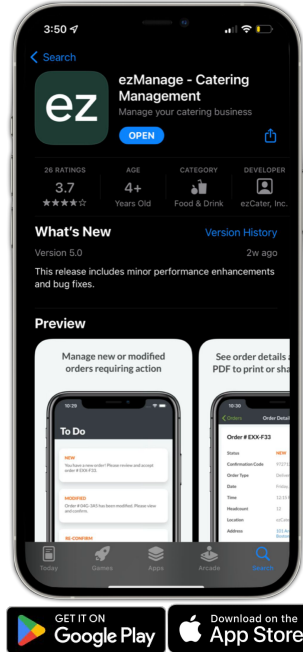
Order Lifecycle

What is ezManage?

ezManage is
homebase for all
things ezCater.
Manage your orders,
user accounts and
settings all in one
place

Login to ezManage

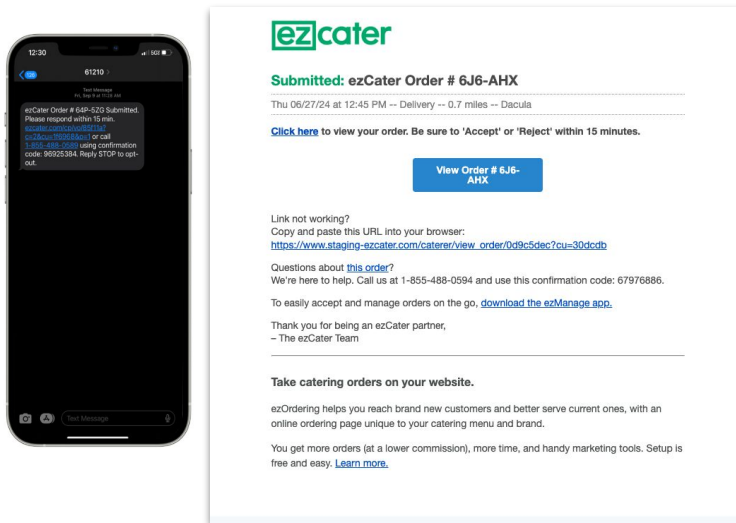
- ezmanage.ezcater.com
- [iOs app](#)
- [Android app](#)



Order notifications

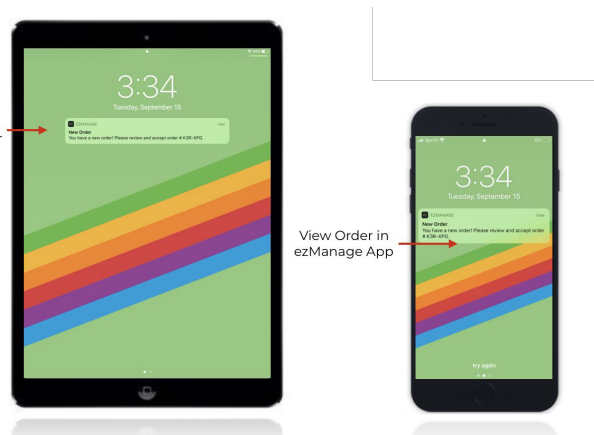
Text & Email

Follow the link to open ezManage in a web browser



iOS Push Notifications

ezManage push notifications will appear in Notification Center



Orders will be sent to ezManage as soon as the customer places their catering order. Please accept the order within 15-minutes to receive a boost in the search rankings, and avoid our automated phone calls.

Accept the Order (web-browser)

Action Needed

65T-72E

New

Monday, June 16
at 11:00 AM
Deliver 10:45-11:00 AM

Monkey Business
1862 Auburn Rd
Dacula, GA 30019

\$391.10

Accept

Order Details

[← Back to Orders](#)

Order # 65T-72E Marketplace

Accept

Reject

[Download PDF](#)

[Print order](#)

Order on Monday, June 16, 2025 at 11:00 AM

New Delivery

Headcount
25 people

Store
Rusty Russells B.B.Q.,
#1234
1862 Auburn Rd, Ste 117,
Dacula, GA, 30019

Customer requested delivery time
11:00 AM

Delivery window ⓘ
10:45-11:00 AM

Confirmation code ⓘ
67003058

Deliver to

[Assign in-house driver](#)

[Request ezDispatch](#)

Monkey Business
1862 Auburn Rd, Dacula, GA, 30019 (< 1 mi)

Setup required ⓘ
Yes

Upon Delivery Ask For
Erich Paquette

Phone
571-243-7924

Request a change

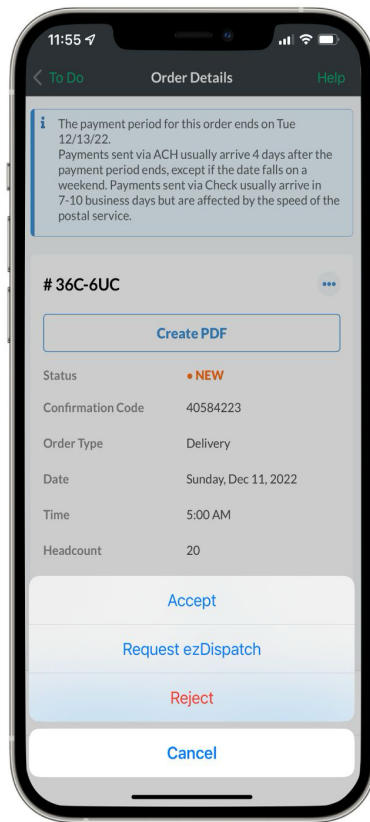
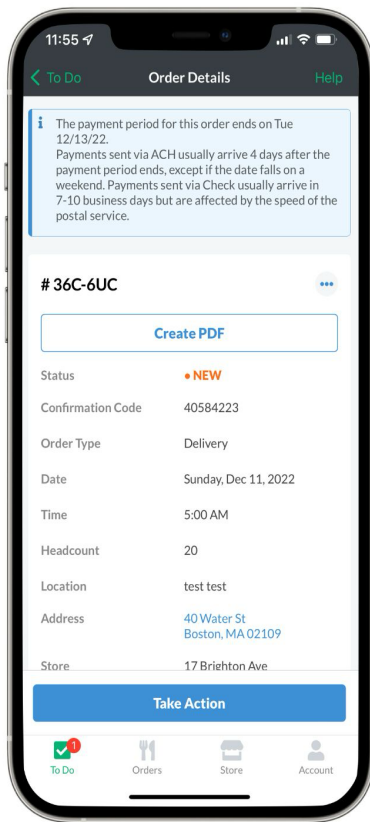
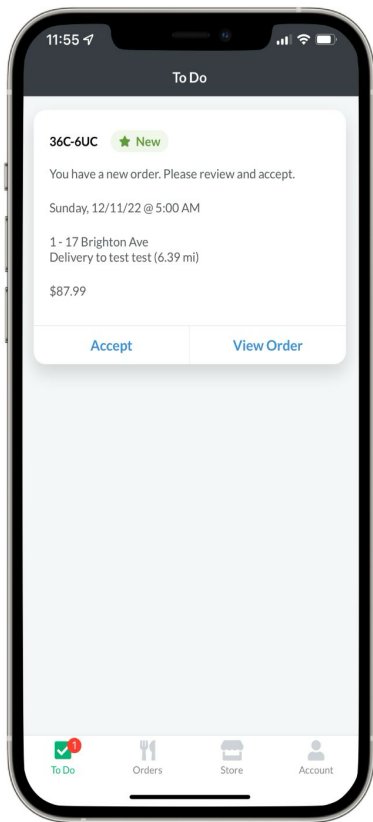


You can specify the change or ask for more information.
The customer gets a message they can respond to directly.

[Create Request](#)

Qty	Item	Price
25	Country Cooking Buffet @ \$12.50 View more details Meat: Country Fried Chicken Meat 2: Meatloaf 2 Sides: Green Bean Casserole, Mac & Cheese Bread: Cornmeal Muffins Dessert: Homemade Brownies Add: 25 x Potato Salad @ \$1.50	\$350.00
3	Gallon Sweet Tea @ \$6.00	\$18.00

Accept the Order (app)



Click here to download



Check out [this article](#) for a walkthrough on accepting orders in the app

Auto-Accept Orders

This feature went live 8/12/25

How it works:

Turn on the ability to have all orders under a chosen threshold to be automatically accepted. Orders **over** the threshold will need to be manually accepted

How to set:

1. Toggle setting on under *Daily Capacity Limit* setting
2. Choose your Auto-Acceptance Limit
3. Set a Capacity Limit
4. Turn on Automatic Temporary Closures to be set when you reach your capacity

Turn on auto-accept?

×

It looks like you don't have temp closures turned on. **We highly recommend you do this if you'll be auto-accepting orders.** Set your capacity limits to prevent getting more orders than you can handle.

Enter the order value at which you still want to manually review orders. Orders below this amount will be automatically accepted.

Auto-acceptance limit

\$ 1000

Cancel

Turn auto-accept on

Read our Help Center [article](#) to learn more!

Order Re-confirmation

ezCater orders are typically placed in advance, sometimes weeks or even months ahead of time. That's why we double check to make sure that everything is good to go for the next day.

Re-confirmation notes:

- Re-confirmation tasks will appear 24 hours before delivery time.
- Click “Reconfirm” on the task card (shown right) or when viewing the order details page
- If orders are **not** reconfirmed, our automated phone calls will reach out starting 4 hours before delivery

Action Needed

0M3-Y1V

• Needs Confirmation

Tuesday, June 10

at 12:00 PM

Deliver 11:45 AM-12:00 PM

J&J Enterprises

1862 Auburn Rd
Dacula, GA 30019

\$391.10

Reconfirm

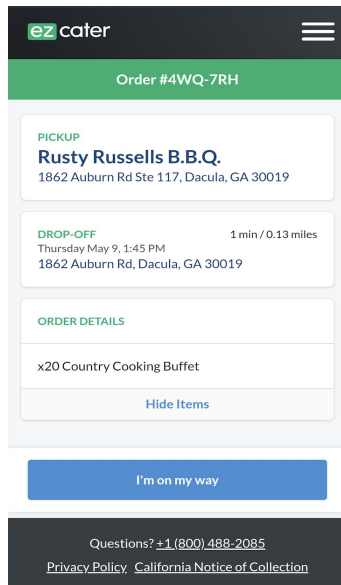


Delivery

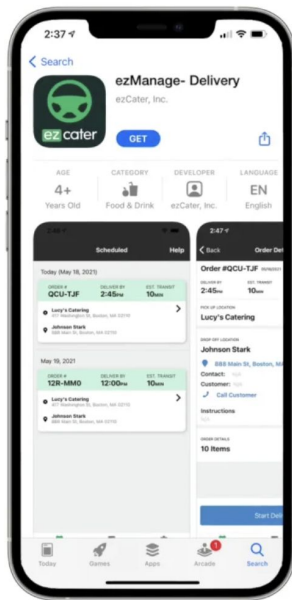
Tools for your drivers to manage deliveries and provide tracking information

Have you completed the ezCater order 4KZ794 at 40 Water St? Confirm in the app <https://dm.staging-ezcater.com/s/93mq2u7obo> -- or -- Respond C to this message

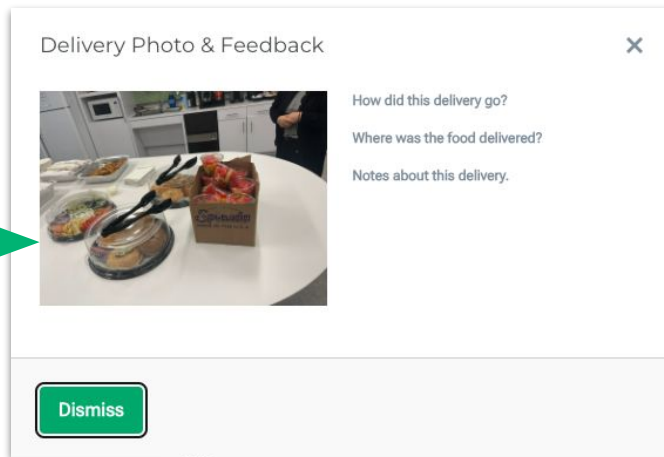
Drivers receive text notifications when they are assigned to deliveries and can follow the link to manage the delivery on a mobile web-browser



Drivers can view order/delivery information, access one-touch navigation, call the customer from a masked number and can provide delivery tracking



ezManage-Delivery app is also available in iOS app store and google play store



With the app, drivers can provide
setup photos and feedback



ezDispatch Delivery

What is ezDispatch?

- Nationwide network of reliable delivery partners able to handle delivery for you
- Deliver orders up to 20 miles away (most metros)
- Automatically provides delivery tracking to customers
- Our partners include:
 - Elmas Enterprises, Dlivrd, Zifty, Falcon Express, Senpex and more

How does it work?

- Delivery partner is assigned to an order
- We tell you who the partner is and what time they'll be on-site for pickup
- Hand over the order to the driver in full and on-time
- We handle delivery and all customer communications
- Gratuities are passed directly to delivery partner
- Check out our [ezDispatch Best Practices!](#)

ezDispatch On-Demand

How it works:

- ✓ Request a driver up to 90 minutes before the delivery time for any orders up to 20 miles away
- ✓ Delivery partner will be assigned and order will be updated with pickup time
- ✓ Prepare and package the order by the specified pickup time
- ✓ Mark the order “Ready for Pickup”
- ✓ Confirm the 6-digit order number with the driver and hand it off for delivery

Pricing & Payment

- Customer pays you your established delivery fee
- We charge you the ezDispatch fee
 - Order subtotal up to \$300: **\$30** flat fee
 - Order subtotal > \$300: **10%** of subtotal
- **You are responsible for any difference between customer's delivery fee and ezDispatch fee**
- Customer tips pass-through to delivery partner
- No signup or monthly fee to request

Automatic ezDispatch

How it works:

- ✓ Customer places an order and we automatically match a delivery partner
- ✓ When you receive the order you'll see which partner is assigned and the scheduled pickup time
- ✓ Prepare and package the order by the specified pickup time
- ✓ Mark the order "Ready for Pickup"
- ✓ Confirm the 6-digit order number with the driver and hand it off for delivery



Automatic ezDispatch Pricing

Definitions:

Delivery Fee

Fee paid by the customer, to the restaurant

ezDispatch Fee

10% of the food subtotal, with a minimum of \$30.

Delivery Commission

Delivery fees are subject to commission based on the order source (ie. Marketplace is 15%).

Effective Cost

ezDispatch fee always = customer delivery fee. Therefore effective cost = **commission rate x delivery fee.**

Example Marketplace order

When using ezDispatch for all your orders, we match the customer-facing delivery fee to the cost of ezDispatch

Food Subtotal	\$200.00
Delivery Fee (Paid by your customer)	+\$30.00
ezDispatch Fee (Paid by you to ezCater)	-\$30.00
Delivery Commission (15% for Marketplace)	-\$4.50
Effective cost paid for ezDispatch	-\$4.50

The ezDispatch cost is always 10% of food subtotal (minimum \$30)

**** All customer tips are passed directly to the delivery partner ****

Tracking ezDispatch Deliveries

View real-time GPS tracking of
your driver on ezDispatch orders:

- On order details page or in *Deliveries* tab.
- Starting **15 minutes before** pickup time, through fulfillment to the customer

Click the link to access live tracking

View

The screenshot shows the 'ez Live Delivery Tracking' interface. On the left, a summary panel displays the order ID # A16-E92 and a progress bar with five steps: Confirmed, Picking up, Picked up, En route, and Delivered. A message states 'Carmen has delivered your order' with a green checkmark. Below this, it shows the delivery time '12:43 PM CDT'. The driver information section identifies 'Carmen' as the driver. The restaurant and destination details are listed: 'Sample Caterer' at '123 Sample Way, Sampleton, XX 12345' and 'Sample Business' at '456 Sample Road, Sampleton, XX 12345'. Dropoff instructions specify 'meet at main entrance off of Lake Dr.'. A link asks 'How did delivery tracking work? Let ezCater know.' On the right, a map shows the driver's location (marked with a truck icon and labeled 'Caterer') and the destination (marked with a location pin and labeled 'CSM Hospital'). The map includes a Google logo and a copyright notice for 2025 ezCater Inc.

ezDispatch Best Practices

- Utilize the order printout as a checklist and have the order ready by the specified pickup time
- Confirm order number with the delivery driver
- Set pick-up instructions in your Settings tab
- Do not provide drivers with any equipment you want returned
- Utilize the “Ready for Pickup” feature
- Call us immediately if you need support: 1-800-488-1803
- Review [Best Practices Article](#) in Help Center





ezManage Live Demo

ezCater Best Practices

- **Be reliable and accountable**
- **Be responsive**
- **Focus on order accuracy**
- **Provide customer with delivery updates**
- **Be on-time**
- **Monitor your metrics and make ongoing improvements**





Additional Resources

Resources

[Signup for a free Training Webinar](#)

[2025 Getting Started Guide](#)

[Download our Catering Insights Report](#)

[Catering Partner Help Center](#)

[Training Video Library](#)

[Partner Learning Lab](#) (ezManage access required)

[Sign in to ezManage](#)

[Download ezManage iOS app](#)

Contact

Order Support: (800) 488-1803 or support@ezcater.com

Account/Payments: partnersuccess@ezcater.com

Menus: menus@ezcater.com

Photos: photos@ezcater.com

ezDispatch: delivery@ezcater.com