

WhatsYumTM

RESTAURANT WHATSAPP AUTOMATION



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graph TD; A[WhatsYumTM  
RESTAURANT WHATSAPP AUTOMATION] -.-> B[Specialised for FnB -  
Restaurants & Hotels]; A -.-> C[Built on your custom-  
branded Whatsapp Number]; A -.-> D[Orders, Deliveries,  
Marketing - Automated];
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Specialised for FnB -
Restaurants & Hotels

Built on your custom-
branded Whatsapp Number

Orders, Deliveries,
Marketing - Automated

Home Delivery by Aggregators

1.

Commissions

eat into your business

20-35%

2.

Discounts

forced to compete

10-50%

3.

Ad Spends

pay for visibility

10-20%

4.

No Data

don't know my customer

0%

40-70% costs incurred to serve a Customer you don't know!

Why Deliveries, then?

- 1. No alternative**
no direct channel or system to manage home delivery business
- 2. Keeps Kitchen busy**
staff & kitchen gets utilised during lean dine-in times
- 3. Profit at Volumes**
at higher volume of orders, the absolute amount is decent
- 4. Higher Menu Prices**
mark-up the dine-in menu prices to bear the costs of commissions & ad spends

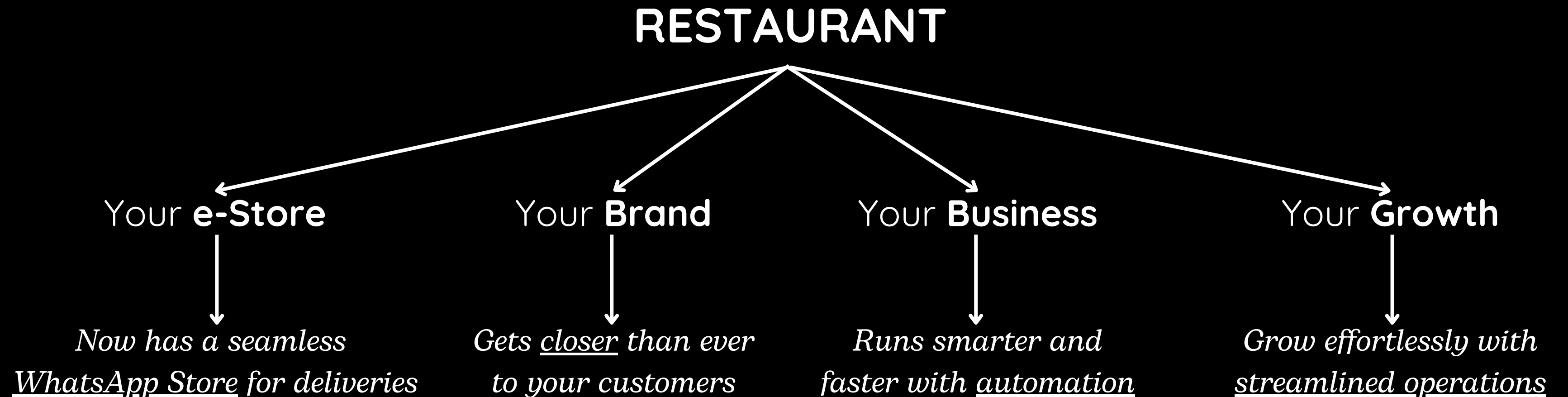
Customers want deliveries, We can't do it, So we have no option but **Z/S**

Why not make direct business?

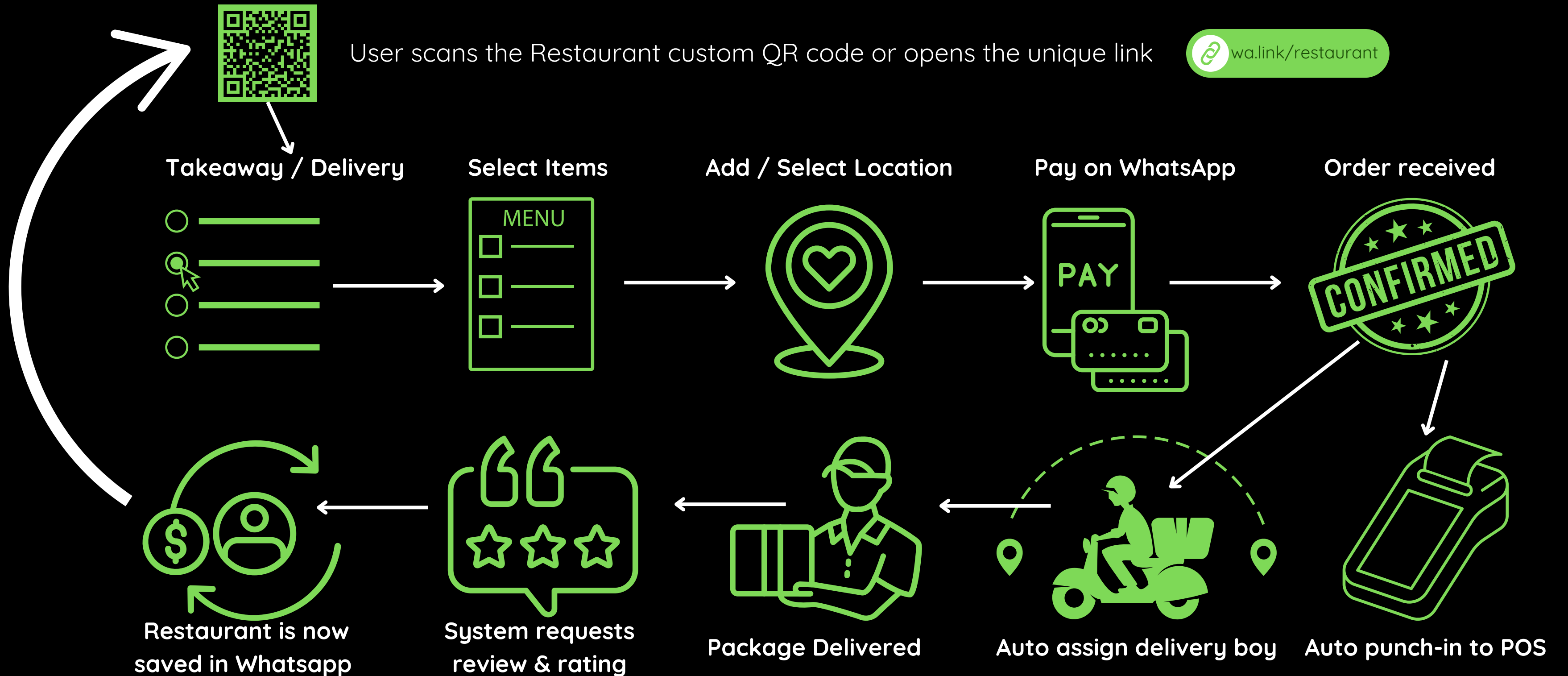
1. Manual Order-taking <i>taking telephonic / whatsapp orders, punching in POS & managing production is tedious</i> 20-35%	2. Clumsy Transactions <i>manually sending QR codes, taking payments & punching in POS</i> 20-35%	3. Broken Delivery Process <i>booking delivery boys on apps and ensuring food delivery is difficult</i> 20-35%	4. Marketing is Difficult <i>identifying, retaining & rewarding customers is difficult to handle manually</i> 20-35%
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Lack of Technology in Order & Logistics Management makes it difficult

What are we building



and It all happens on everyone's favorite **WhatsApp** :)



Automated Order Flow

Step 1 Choose Pickup / Delivery

Backer & Charlie

Select Option

Select an option

Pickup
Pick up your delicious food fresh & hot – ready when you arrive, no waiting, no fuss!

Home Delivery
Instant Delivery within 30-40 minutes.

Kindly allow a couple of seconds for the menu to load.

Next

Managed by Backer & Charlie. [Learn more](#)

Step 2 Choose Items

Backer & Charlie

Categories

Amerikaner Cookie
Amerikaner Cookie ₹220.00

The Cantuccini
The Cantuccini ₹100.00

Signature Chocolate Brownie
Signature Chocolate Brownie ₹200.00

Berliner - Marmelade
Berliner - Marmelade ₹200.00

54.5% Dark Chocolate & Rye
54.5% Dark Chocolate & Rye Cookie ₹210.00

Continue

Managed by Backer & Charlie. [Learn more](#)

Step 3 Choose Address

Backer & Charlie

Select Details

+ Add Address

Select Saved address
Ashish

View Summary

Managed by Backer & Charlie. [Learn more](#)

Step 4 View Summary

Backer & Charlie

Summary

Order Summary (Optional)

Fried Chicken AF! (+ Extra Frie)

Cardamom Buns x5

Classic Chocolate Cake (Slice)

Berliner - Hazelnut Schokolade

Show Bill

Managed by Backer & Charlie. [Learn more](#)

Step 5 Make Payment

Backer & Charlie

Welcome to Backer & Charlie!

The more you order, the less you pay for delivery—bigger orders mean smaller delivery fees!

Hey Ashay - WhatsYum,

Click below to order

Click Here to Order

Click Here to Order
Response sent

Confirm payment

Send to
Backer & Charlie
UPI ID: datadiveaiptltd.cf@axisbank

Using
Google Pay

Total ₹ 3,321.94

Pay with Google Pay

POWERED BY UPI

the entire order flow happens on your **Branded WhatsApp number**, fully white-labelled!

What you get

1. Branded WhatsApp Store
2. Direct Customer Orders
3. Delivery Order Automation
4. Customer Data & Analytics
5. Business Controls
6. WhatsApp Marketing
7. Manage Rewards & Loyalty
8. Revenue & Profit Growth
9. Peace of Mind

Top-quality Technology for Business Automation - driven by your Branded WhatsApp!



Scan now to book demo