

Kolkata NP

It is always ideal to order Gourmet food directly from the establishment own website.....

As a customer, you want the best and most efficient experience when ordering from your favourite takeaway or restaurant. With the demand on people ordering food from takeaways, the popularity of intermediary portals but this is not necessarily the best way to order your food online. We believe it is important to order from your local and favourite takeaways using their direct website, as there are many benefits to the actual business and for yourself.

So, let's take a look at some of the reasons why you should be ordering from a takeaway's direct website.

Visual Experience.....

Having the best visual and user friendly experience as possible when ordering your takeaway is key. Ordering from your favourite takeaway's own direct website is going to be much more enjoyable than ordering from an online ordering portal. Takeaway portals tend to use the same layout for every company that is listed, but when you look at a restaurant or takeaways direct website, they are more likely going to have a Bespoke design, photographs of their food, written testimonials, clear offers and show off their personal branding. We do live in a visual world after all.

Customer Service / Live Chat.....

Live chat is a super easy and quick way to contact the takeaway or restaurant. You are much more likely to receive an immediate response with any questions or queries you may have. Live chat

also helps the business have real time feedback on the products they sell, suggest any changes, or how the website functions.

Secures Checkout & Delivery.....

When ordering your food via the takeaways direct website, the payment goes straight through to the businesses bank account. Meaning the business does not have to pay a very expensive commission charge to the takeaway portal. As for delivery, the charges can really vary from takeaway portals and direct websites, and most of the time the direct website offers free delivery.

Promotions & Offers.....

As a customer, you are always looking for the better deal. Most independent takeaway's websites are more than likely going to provide better deals compared to the takeaway portals.

Support your local businesses.....

Did you know takeaway portals are taking extremely high percentages off the takeaway food outlets? By ordering your food direct, you will be supporting your local business and help them to improve their profits for business growth.