

here's how to...

# Support Online Cake Ordering

## TELL YOUR CUSTOMERS!

Make sure to spread the word about online cake ordering to all customers!

Introducing the national launch of [www.coldstonecakes.com](http://www.coldstonecakes.com), an online cake ordering site where Cold Stone Creamery customers can order our delicious cakes, pies, cupcakes and cookies 24/7.

### How Online Cake Ordering Works

Online Cakes must be rung into the POS (cash register) at pick up to keep the store's POS sales records accurate.

See the sample Register Report from an SMP POS system:

MINE	1	5.49
PACKAGE TTL	1	5.49
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SM RND SIG	2	45.98
LRG RND SIG	2	62.98
CAKE / PIE TTL	4	111.96
CAKE to NET	0	95.33%
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CHARGE TOTAL	3	95.81
CASH IN DRAWER	0	29.27
CASH OWED	0	29.27
DRAWER TOTAL	0	125.08
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EAT IN	5	117.45
DEST TOTAL	5	117.45
3% ADV	0	3.52
6% ROY	0	7.05
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TAXES 2	0	125.08
ONLINE CAKES	3	95.81

### RECONCILIATION

For SMP/MWS use the updated Cash Control sheets, which include a line item to deduct "online cakes" from your required cash amount (similar to gift cards). Download Cash Control sheets from Creamery Connection: [Store Operations / Marketing / National Marketing / Online Cake Ordering - coldstonecakes.com](http://Store Operations / Marketing / National Marketing / Online Cake Ordering - coldstonecakes.com).

Online ordering at [www.coldstonecakes.com](http://www.coldstonecakes.com) is easy for everyone!

**CUSTOMER ORDERS** – Once logged into [www.coldstonecakes.com](http://www.coldstonecakes.com), the customer...

1. Finds their store
2. Orders their cake
3. Chooses a pick up time
4. Pays online with a credit card

**STORE RECEIVES ORDER** – Once the store receives the order e-mail from [www.coldstonecakes.com](http://www.coldstonecakes.com) (ask your owner or manager who the designated "checker" is for your store), the store...

1. Prints the order and adds it to the in-store orders
2. Builds and decorates the cake (or pie, etc.) as usual

**CUSTOMER PICKS UP ORDER**

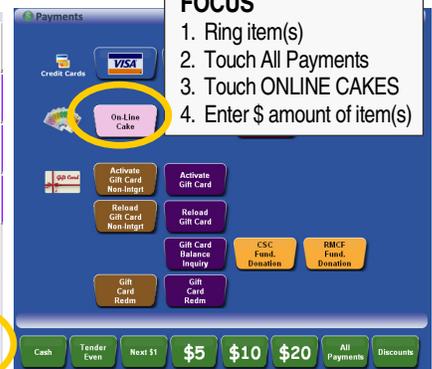
1. The customer... asks for their order at the register using either their name or order number as a reference (no printed order confirmation needed).
2. The store... provides the order to the customer and then rings it on the POS using the ONLINE CAKES tender key (instead of CASH or CREDIT CARD) to complete the transaction (see below). Since the order is pre-paid online, there is no payment to accept.
3. The store... files the POS and online order receipts (ask your owner or manager about your store's system).

#### MWS / SMP 5500

1. Ring item(s)
2. Press SUBTOTAL
3. Enter \$ amount of item(s)
4. Press ONLINE CAKES

#### SMP TOUCH

1. Ring item(s)
2. Touch PAY SCREEN
3. Enter \$ amount of item(s)
4. Touch ONLINE CAKES



#### FOCUS

1. Ring item(s)
2. Touch All Payments
3. Touch ONLINE CAKES
4. Enter \$ amount of item(s)

### Payment for items added at pick up

For customers who add to their order when they pick up their pre-paid order, please ring the "extra" purchases (Creations, beverages, etc.) as a separate transaction – with the customer tendering payment, of course ☺:

- one transaction using the ONLINE CAKES tender key to **record the sale of the item(s)** in the POS (see above)
- a second transaction to **ring the additional purchases**

### Customers unhappy with the order

If the customer is not happy with the product ordered and paid for online, please take care of them! Work with the customer politely and respectfully to resolve the issue. If the unhappy customer no longer wants the cake and wants a refund, we can refund the order. Orders must be refunded by a manager or owner online. Please discuss this scenario with your owner or manager.

### Changes to orders made online

Once orders are submitted online, they cannot be changed online. The customer may call your store directly to make changes. If the cake has not yet been made, note the changes on the order and make every effort to deliver "Ultimate" customer service and take care of the customer. If the cake has already been made, discuss this scenario with your owner or manager for guidance.

### Discounts

For any discounts taken on the order a PLU will appear on the printed order form. Ring in this PLU to keep your sales accurate.