nomni

A GUIDE FOR HOSPITALITY OPERATORS

The surcharge is going away. Here's how to protect your venue's margin.

From 1 October, you can no longer add a card surcharge to help cover payment costs. Here are five practical ways to make up the difference — without raising your prices.

CHANGE TAKES EFFECT 1 OCTOBER

CONTENTS

What's inside

This guide is written for operators preparing for the 1 October surcharge change, but the five levers inside work in any market condition.

START HERE

Your existing customers are your biggest growth opportunity

Instead of asking "what cost can I cut next," ask "how can I make more money from the customers I already have?"

From 1 October, you can no longer add a card surcharge to help cover payment costs. For a business already dealing with rising wages, food costs, rent and delivery commissions, that's another hit to margin.

But there is another way to look at it. If you can no longer rely on a surcharge to recover some of your payment costs, you need to find other ways to protect your margin — and that doesn't mean simply putting prices up and hoping customers accept it.

Getting a new customer through the door is hard, and often expensive. You have to get their attention, convince them to try you, and give them a reason to choose you over every other venue nearby.

Your existing customers are different. They already know you, they're familiar with your service, they've tried your food, and they have a reason to come back. The challenge is giving them a reason to come back a little more often, getting them to spend a little more when they do, and making sure they choose your venue over someone else's.

There are five areas worth focusing on:

1. **Get customers to come back more often**
2. **Get customers to spend a little more**
3. **Give customers more reasons to buy from you**
4. **Get more of your customers ordering direct**
5. **Keep more of what you earn from every order**

Together, these can make a much bigger difference to your business than trying to solve every margin problem with another price increase. You don't need to tackle all five at once — the checklist near the end of this guide will help you work out where to start.

01

Get customers to come back more often

The easiest customer to sell to is often the one who has already bought from you.

If someone visits once a month, what would happen if you could get them to visit twice? You haven't doubled your marketing costs, you haven't found another customer, you've simply increased the value of a relationship you already have.

500 → 1,000

500 customers getting one extra visit a month = 500 additional orders, with zero new customer acquisition cost

This is where loyalty makes a real difference, because a good loyalty program should do more than give away discounts. It should give customers a reason to choose your venue again, tied to a specific behaviour you want to encourage rather than a blanket discount for everyone.

Worth rewarding:

- A second visit within 30 days
- A larger order
- Visiting on a quieter day or time
- Ordering directly, rather than through a marketplace
- Trying a new product

And you don't need to offer the same reward to everyone. The best loyalty programs let you control how much you give back to customers, as well as when and where you give it. That means loyalty becomes a tool to grow revenue, not just another cost.

02

Get customers to spend a little more

Getting more customers isn't the only way to grow revenue. You can also grow the value of each order.

If a customer normally spends $25, what happens if you help them discover something else they might enjoy — a side, a drink, a dessert, an upgrade, or another item that pairs well with their order — and lift their basket to $28?

+$3,000/mo

1,000 customers a month, each spending just $3 more, adds up to $3,000 in extra sales every month

The key is making the recommendation useful, rather than simply putting more promotions in front of people. Digital ordering can help here, because the customer is already looking at your menu. You can serve relevant recommendations at the right moment, based on what they're already ordering, without asking your team to manually upsell every single customer.

It's a small change to any one order. Across hundreds or thousands of them, those small increases add up to a number worth paying attention to.

SEE IT IN ACTION

Nomni Digital Ordering

Serve smart, relevant recommendations at the moment they're most useful.

See Nomni Digital Ordering →

03

Give customers more reasons to buy from you

Sometimes the opportunity isn't another restaurant visit. It's a completely different occasion.

Think about the customers who already love your food. What other occasions could give them another reason to buy from you — often much bigger orders than a normal individual purchase?

- A workplace lunch
- A birthday
- A meeting
- A sporting event
- A family gathering
- A large group order

Catering gives a venue another way to reach customers without needing another restaurant, another location or a single new customer. The opportunity is making it easy for people who already know and trust your food to buy more of it.

> **The head start you already have:** if someone already knows and trusts your food, you don't need to win them over again. You just need to make it easy for them to buy more of it, for the occasions they're already planning.

SEE IT IN ACTION

Nomni Online Catering

Make it simple for loyal customers to order for the occasions that matter to them.

See how Nomni Online Catering works →

04

Get more of your customers ordering direct

A marketplace can help you acquire a customer. But every order through one can come with a significant commission, and a second, easier-to-miss cost: you don't own the customer relationship.

You may get the order, but you don't necessarily get the customer's data, or a direct way to bring that customer back to you next time without paying the commission all over again.

A direct channel changes that. Instead of asking a customer to find you again on a marketplace, you give them your own branded ordering experience. That means:

- You can connect ordering with loyalty
- The customer orders from you directly
- They can earn a reward tied directly to your venue, encouraging them to come back
- You have a much stronger opportunity to build a direct relationship
- You have a reason to communicate with your customers again

That builds a much stronger relationship between your venue and your customer, and it means the next order doesn't have to start with paying someone else to bring that customer back.

SEE IT IN ACTION

Nomni Magic App

Build your own branded ordering channel, and keep the relationship that comes with it.

See how Nomni Magic App helps venues build their own digital channel →

05

Keep more of what you earn from every order

Revenue is not the same as profit.

You can have a busy venue and still struggle to make money if too much of every sale disappears into commissions, payment costs, technology fees and other expenses. This is why every operator should look at every sales channel and ask: how much do I actually keep from each order?

> **Worked example:** a marketplace order can bring in solid revenue, but once a significant commission is taken out, the amount left for the business can be dramatically lower. A direct order can look very different, with an ongoing loyalty cost that's a fraction of a typical marketplace commission. The gap is significant, and the direct customer becomes part of a relationship the venue can keep marketing to.

This is why the answer to tighter margins isn't simply **sell more**. It's: **sell more, to the right customers, through the right channels, while keeping more of what you earn.**

FINAL STEP

Find your biggest opportunity: a 5-question check

You don't need to fix everything at once. These five questions usually point straight at where to focus first.

01 **How often do my customers come back?**

If it's occasional rather than regular, loyalty and targeted marketing could help increase frequency. → Section 1

02 **What is my average order value?**

If it's flat, better digital ordering and recommendations could help customers add more. → Section 2

03 **How much revenue am I missing from catering and group orders?**

There may be a large opportunity sitting outside your normal service hours. → Section 3

04 **How much of my revenue comes through third-party marketplaces?**

If a large share comes through marketplaces, direct ordering could be one of your biggest margin opportunities. → Section 4

05 **How much do I actually keep from every order?**

Look beyond revenue and understand your true contribution after commissions, payment costs and other fees. → Section 5

These are simple questions, but they can show you where the biggest opportunity is, without trying to solve everything at once.

LOOKING AHEAD

The goal isn't just to survive the surcharge change

The 1 October changes add more pressure to an industry that's already under pressure. But this doesn't have to be just about replacing the revenue lost from surcharging.

It's an opportunity to look at how you can make more from the customers you already have, while keeping more of what you earn. That means:

- Getting customers to come back more often
- Increasing the value of each order
- Finding new occasions for customers to buy from you
- Getting more customers to order directly
- Reducing the amount of revenue that disappears through commissions and unnecessary costs

That's the thinking behind Nomni.

THE THINKING BEHIND NOMNI

One platform, not another system to manage

Nomni brings payments, POS, ordering, loyalty, marketing, catering and customer data together so they can work as one growth engine, rather than another standalone system for operators to manage. Because the goal isn't just to add more technology to your venue — it's to build a more profitable one.

Talk to Nomni →