Olo Powers Restaurant Order-Ahead From Google Maps, Search, Assistant

By **PYMNTS**
Posted on **October 2, 2019**

Olo has announced that it is integrating its rails platform with Google so that customers can order directly from restaurant brands across Google Search, Maps and Google Assistant.

The integration allows Olo's network of more than 70,000 restaurant brand locations to be enabled on Google's platforms so that consumers can order directly on Google from Search and Maps. Users can also ask the Google Assistant for help on both Android and iOS phones. Each order is transferred directly into the restaurant's point of sale (POS) and ordering stream, allowing brands to maintain access to data that has become an important currency in the food ordering landscape.

"Search is increasingly becoming the path to purchase in the **restaurant** space and we are thrilled to team up with Google to make ordering easy while allowing restaurants to own the digital relationship with their guests," Noah Glass, founder and CEO of Olo, said in an emailed press release. "Any consumer searching for a restaurant brand should have easy options to order from the restaurant directly with as few clicks as possible, which is what this integration enables."

In fact, the integration benefits all parties involved. Google will secure access to Olo's more than 300 restaurant brands to drive order volume in the third-party food **ordering** landscape, while Olo will further bolster its position as the technology interface for the restaurant industry. The company already has third-party integrations with UberEats, Postmates, DoorDash, Waitr, Caviar and others.

And participating restaurant brands will have the benefit of a two-way integration, which will enable them to offer accurate pricing, menu, and product availability, as well as enjoy inbound orders that are automatically placed into existing POS systems. This integration works to reduce lag, boost order success rates, and enable faster and more accurate ordering experiences.

Portillo's Hot Dogs and Checkers & Rally's were the first Olo brands to pioneer this integration with Google.

"Olo continues to be an integral technology partner as Checkers & Rally's seeks to engage more customers through e-commerce channels," said Jason Carrigan, vice president of digital and guest experience at Checkers & Rally's. "The latest integration

with Google enables the brand to conveniently serve guests that are already searching for a Checkers or Rally's near them, and provide a frictionless ordering and pickup experience. We view this as a major growth opportunity for Checkers & Rally's and we are proud to be one of the first restaurant brands to partner with Olo to make food ordering easier across Google's platforms."

"Portillo's Hot Dogs is thrilled to be one of the first restaurant brands to seamlessly integrate digital ordering into Google's search results pages," added Nick Scarpino, senior vice president, marketing and off-premise dining at Portillo's Hot Dogs. "Our team takes great pride in making the ordering process as seamless as possible, and this integration enables guests to place a direct digital order more quickly than ever. We are proud to partner with Olo to continue improving our guests' digital ordering experience across Google's platforms."

_____