

White Label Online Ordering Demo Checklist

A practical checklist for resellers evaluating white label online ordering software for restaurant clients.

1. Restaurant Workflow Demo

Ask the vendor to show:

- ☐ How a customer places a pickup order
- ☐ How a customer places a delivery order
- ☐ How a customer schedules an order for later
- ☐ How a restaurant accepts, rejects, or updates an order
- ☐ How staff pause ordering during a rush
- ☐ How sold-out items are marked unavailable
- ☐ How timed menus work for breakfast, lunch, specials, or catering
- ☐ How order throttling works during busy hours

2. Menu and Modifier Setup

Ask the vendor to show:

- ☐ How menu categories are created
- ☐ How item prices are updated
- ☐ How modifiers and add-ons are created
- ☐ How required and optional modifiers work
- ☐ How taxes are applied
- ☐ How coupons or promo codes apply to specific items
- ☐ How a complex pizza order works, including size, crust, toppings, half-and-half options, and special instructions
- ☐ How a bakery or catering order works, including lead times, custom notes, and advance-order cutoffs

3. POS Integration

Ask the vendor to confirm:

- ☐ Which POS systems are supported for your target clients
- ☐ Whether the integration supports order sync
- ☐ Whether the integration supports menu sync
- ☐ Whether menu sync is one-way or two-way
- ☐ Whether modifiers, taxes, tips, discounts, and item availability sync
- ☐ Whether orders route to the correct printer or KDS
- ☐ What happens if the POS connection fails during service
- ☐ Who fixes POS-related issues after launch

4. Payment Flow

Ask the vendor to show:

- ☐ Supported payment gateways
- ☐ Apple Pay and Google Pay availability
- ☐ How the merchant account is connected
- ☐ How payouts work
- ☐ How refunds are processed
- ☐ How failed payments appear
- ☐ How disputes and chargebacks are handled
- ☐ Who supports payment setup issues

5. Delivery Management

Ask the vendor to show:

- ☐ Delivery zones
- ☐ Delivery fees
- ☐ Minimum order values
- ☐ Driver assignment
- ☐ Tracking links
- ☐ DoorDash Drive, Uber Direct, Tookan, or other delivery tool connections where relevant
- ☐ In-house driver flow
- ☐ What happens when a driver is unavailable
- ☐ What happens when a delivery quote fails
- ☐ What happens when an address is outside the delivery zone

6. Branding and Reseller Control

Ask the vendor to show:

- ☐ Ordering page branding
- ☐ Checkout branding
- ☐ Email and receipt branding
- ☐ Domain or subdomain options
- ☐ Demo account branding
- ☐ Client-facing materials
- ☐ Admin view branding
- ☐ Support flow branding
- ☐ Any screens where the vendor's brand still appears

7. Restaurant Account Access

Ask the vendor to show:

- ☐ Owner access
- ☐ Manager access
- ☐ Staff access
- ☐ Multi-location access
- ☐ Menu editing permissions
- ☐ Order management permissions
- ☐ Reporting access
- ☐ Who can update hours, prices, availability, and offers

8. Reseller Dashboard

Ask the vendor to show:

- ☐ How restaurant accounts are added
- ☐ How account status is tracked
- ☐ How earnings or commissions are shown
- ☐ How client activity is reviewed
- ☐ How support tickets or account issues are tracked
- ☐ How multi-location clients appear
- ☐ What reporting is available to your team

9. Support and Onboarding

Ask the vendor to confirm:

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|--|---|
| ☐ Who uploads the menu | ☐ Who configures payments |
| ☐ Who tests POS connections | ☐ Who trains your team |
| ☐ Who trains restaurant staff | ☐ Who handles urgent technical issues after launch |
| ☐ What support is included | ☐ What support costs extra |
| ☐ What response times apply | ☐ How issues are escalated |

10. Pricing and Contract Terms

Ask the vendor to confirm:

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|---|---|
| ☐ Platform and setup costs | ☐ Payment costs |
| ☐ Integration and delivery costs | ☐ Add-on and scaling costs |
| ☐ Contract terms | ☐ Renewal rules |
| ☐ Cancellation rules | ☐ Data export options |

11. Pre-Launch Test Order

Before your first client launch, run a test order that checks:

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|--|---|
| ☐ Pickup order | ☐ Delivery order |
| ☐ Scheduled order | ☐ Coupon or promo code |
| ☐ Refund | ☐ Failed payment |
| ☐ POS sync | ☐ Customer receipt |
| ☐ Staff alert | ☐ Delivery tracking |
| ☐ Order status update | ☐ Item availability change |

Final Vendor QA

Before choosing a platform, confirm:

- ☐ The vendor can show real restaurant workflows, not only sample screens
- ☐ The platform supports the POS, payment, and delivery systems your clients use
- ☐ Your branding is clear across the client-facing experience
- ☐ Your restaurant clients can handle basic updates without contacting you every time
- ☐ Support ownership is documented
- ☐ Pricing is clear enough to protect your margin
- ☐ The first client launch process is tested before customers use it