



NEWS RELEASE

Olo Expands Borderless Availability to All Brands on Serve

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Tax Exempt for Catering+ and Pay at Table capabilities among the new features launched this quarter to help brands drive more revenue and create a seamless guest ordering experience

NEW YORK--(BUSINESS WIRE)-- **Olo Inc.** (NYSE:OLO), a leading open SaaS platform for restaurants, today announced the expansion of Borderless, Olo's seamless guest account and checkout functionality, to all customers on Serve, enabling more restaurants to meet the online ordering expectations of today's digital guests. Additional product enhancements were released this quarter across all three product suites, **Order, Pay, and Engage**, to help brands unlock new revenue streams, encourage guest engagement, and simplify the ordering experience.

Previously available to **Olo Pay** customers exclusively, Borderless is now accessible to all Olo customers who use its white-label ordering interface Serve, a fully responsive web experience designed to optimize the UX for guests on any device. This accessibility allows a broader range of restaurant brands to provide a passwordless and convenient sign-in and seamless checkout experience for their guests. By enabling guests to save their information on file across the entire network of Olo restaurants who use Borderless, there is an expedited checkout process for guests, and it has already proven to help brands increase guest account sign-ins, grow expected order frequency, and improve checkout conversion rates by up to 7.5%.

"Offering Borderless to a broader set of Olo customers unlocks a massive opportunity not only for Olo but for all of our customers," said Jo Lambert, Chief Operating Officer at Olo. "This expansion will allow guests to experience the

benefit of a passwordless account across a larger network of restaurant brands, providing them with the seamless checkout experience they expect on digital transactions, while increasing basket conversion and ultimately driving digital sales for our customers. The extension of Borderless along with the other cutting-edge solutions announced this quarter are critical to our mission of enabling Hospitality at Scale™ as we continue to meet the evolving needs of our customers and their guests.”

Additional product enhancements introduced this quarter include Tax Exempt for Catering+, which opens access to a critical guest base to drive additional revenue, and split check capabilities along with guest survey integration for Pay at Table to streamline the checkout experience and track guest feedback instantaneously.

- Purpose-built to help brands tap into the 1.7M registered tax-exempt organizations in the U.S., Olo's Tax Exempt for Catering+ feature now has the ability to recognize and authenticate tax-exempt status within the Olo Dashboard, allowing restaurants to authorize status, validate expiration dates, apply appropriate pricing, and complete catering orders for that crucial segment.
- Additionally, Olo introduced enhancements to its Pay at Table solution. Guests in larger parties can now easily split their bills, providing an easier checkout experience while enabling quicker table turns and higher tip averages for servers. Customers using Olo's **Sentiment** solution can now also integrate with Pay at Table to trigger post-transaction surveys and receive real-time feedback on the guest experience.

To learn more, check out Olo's product release video by visiting <https://www.olo.com/quarterly-release/winter-2023> and request a demo here: <https://www.olo.com/contact/sales>.

About Olo

Olo Inc. (NYSE: OLO) is a leading open SaaS platform for restaurants that enables hospitality at every guest touchpoint. Millions of orders per day run on Olo's on-demand commerce engine, providing restaurants a single source to understand and serve every guest from every channel, whether direct or third-party. With integrations to over 300 technology partners, Olo customers can build personalized guest experiences in and outside of their four walls, utilizing one of the largest and most flexible restaurant tech ecosystems on the market. Over 600 restaurant brands trust Olo to grow their sales, do more with less, and make every guest feel like a regular. Learn more at [olo.com](https://www.olo.com).

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Source: Olo Inc.