Olo Launches 'Loyalty for Borderless Accounts' to Help Restaurant Brands Drive Traffic, Grow Revenue, and Enhance the Guest Experience

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Nineteen enhancements launched to help brands increase orders, streamline operations, and improve guest experiences

NEW YORK--(BUSINESS WIRE)-- **Olo Inc.** (NYSE:OLO), a leading restaurant technology provider, today announced Loyalty for Borderless Accounts, a new feature that allows guests to earn, redeem, and use rewards from a brand's existing loyalty program through Olo's seamless, passwordless guest checkout solution. Additional product capabilities are now available across all three solution suites: **Order**, **Pay**, and **Engage**.

Olo customers leveraging Borderless functionality can now make the checkout process even more enjoyable for guests with new capabilities that allow guests to create and link new or existing loyalty accounts directly to a new or existing Borderless account. Borderless simplifies the checkout process for guests by eliminating the need to remember a password or manually enter credit card information at every purchase across any participating Olo brand, helping restaurants meaningfully increase basket conversion, guest retention, and visit frequency while gaining valuable guest data.

"At Olo, we innovate to both anticipate and meet the needs of our restaurant customers, with the goal to help them drive sales and make every guest feel like a regular," said Jo Lambert, Chief Operating Officer at Olo. "Loyalty for

Borderless accounts allows our customers and their guests to take advantage of our exceptionally convenient checkout process while unifying rewards from their loyalty provider that keep them coming back for more. This feature and the 18 other cutting-edge capabilities launched this quarter further enhance Olo's three solution suites designed to seamlessly work together as part of a larger flywheel to accelerate hospitality and business growth."

Additional product enhancements introduced this quarter include Marketing A/B Testing for Email Campaigns, Catering+ Order Management, Order with Google Enhanced Redirect, and POS Menu Builder for brands using Toast.

- Olo Engage customers leveraging its Marketing solution can develop Marketing A/B Testing for Email Campaigns to seamlessly trial variations in subject lines or body content and ensure the best-converting messaging is deployed for guest engagement initiatives.
- Designed to retain high-value guests, Catering+ Enhanced Order Management empowers select customers using its intuitive phone order management tool, Switchboard, to apply a subtotal discount to catering orders in an effort to surprise and delight valuable guests and grow long-term loyalty. In addition, this functionality streamlines the payment process for delivery orders by allowing guests to pay using their personal device rather than verbally over the phone.
- Following Google transitioning its embedded ordering experience to redirected third-party providers, Olo created Order with Google Enhanced Redirect. This integration provides Google real-time location and menu updates, conversion tokens, and action links to help brands drive more direct orders, generate higher revenue, improve guest experiences, and gather more actionable, first-party guest data.
- Available to brands using Toast, Olo's POS Menu Builder imports digital menus into the Olo platform in less than a day, accelerating the onboarding process for new customers while reducing the pain points that often come with switching online ordering platforms. It also allows existing customers to quickly launch new menu items across multiple owned and third-party ordering platforms.

To learn more about the features announced during Olo's Summer Release event visit:
https://www.olo.com/quarterly-release/summer-2024 and request a demo here:
https://www.olo.com/contact/sales.

About Olo | Hospitality at Scale™

Olo Inc. (NYSE: OLO) is a leading restaurant technology provider with ordering, payment, and guest engagement solutions that help brands increase orders, streamline operations, and improve the guest experience. Each day, Olo processes millions of orders on its open SaaS platform, gathering the right data from each touchpoint into a single source—so restaurants can better understand and better serve every guest on every channel, every time. Over 700 restaurant brands trust Olo and its network of more than 400 integration partners to innovate on behalf of the

restaurant community, accelerating technology's positive impact and creating a world where every restaurant guest feels like a regular. Learn more at **olo.com**.

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Source: Olo Inc.