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## 3 for 1: Olo, LevelUp launch ordering, loyalty, payment solution

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Olo and LevelUp have launched the restaurant industry's first turnkey mobile commerce solution with built-in ordering, loyalty and payment in one user experience, according to a company press release.

The new fully branded app experience removes the complexity of integrating solutions and brings together fast, fluid mobile ordering with customer offers and rewards, said Michael J. Hagan, chief strategy officer of LevelUp. Consumers now have the opportunity to order and pay ahead, earn rewards, or pay in-store all within the same application, available for both Apple iOS or Google Android devices.

The Olo and LevelUp integration allows for one app and one account to do everything, whether on the customer's mobile device, desktop computer, or when they phone orders in to the store. Orders are transmitted seamlessly to popular point of sale systems, Hagan said.

"Finding a full mobile commerce solution that is integrated and fast to implement has long been a challenge in the industry," Hagan said. "We've put the best-of-breed pieces together for brands looking to build strong connections with their customers on all the key digital touch-points."

Operators will also have access to easy-to-use dashboards, offering the industry's first 360-degree view of the customer. Menus, pricing, and campaigns can be updated and monitored on-the-fly, said Marty Hahnfeld, Olo VP of sales and marketing.

"Restaurant brands have been in need of digital solutions that cohesively marry the consumer experience both inside and outside of the restaurant," Hahnfeld said. "Today we're bringing together our core

strengths of speed and reliability along with LevelUp's unbeatable credit card processing rates and promotional tools."