Direct Ordering vs Delivery Apps: A Cost Worksheet

For restaurant owners comparing what a delivery marketplace takes every month against a flat subscription. Fill in your own numbers — every line is blank on purpose.

给正在比较“外卖平台每月抽走多少”与“固定月费多少”的餐厅老板使用。请填入你自己的数字——每一行都特意留空。

1. How each channel gets paid

A delivery marketplace takes a percentage of each order it brings you. Across the industry, third-party delivery apps typically take 20% to 30% per order. Direct ordering is priced as a subscription: a flat monthly fee per location, zero order commission and no setup fee. That single difference is what the rest of this worksheet measures.

配送平台按它带来的每一笔订单抽成。行业水平是第三方外卖平台每单收取 20% 到 30%。直接订餐则按订阅收费：每门店固定月费，订单抽成为零，也没有一次性设置费。后面这份测算表衡量的，就是这一个差别。

2. Fill in the marketplace side

Delivery orders per month, average order value, then the percentage your platform actually charges you. Multiply the first three to get your monthly order book, and the order book by the percentage to get what leaves the account each month.

先填每月配送订单数、平均客单价，再填平台实际抽取的比例。前三项相乘得到月订单额，订单额再乘以比例，就是每月从账户里划走的金额。

Delivery orders you take through the app each month	_____
Average order value	_____
Your monthly order book (orders × average order value)	_____
The percentage your platform charges you	_____
What the marketplace takes from you each month	_____
What it takes from you over a year	_____

Three reference multipliers, using the industry-wide 20% to 30% band. Use the one closest to your own rate, or your platform's actual number.

下面是行业 20% 到 30% 区间内的三个参考倍数。请选最接近你实际比例的一个，或直接填入平台真实数字。

If the rate were 20%	_____
If the rate were 25%	_____
If the rate were 30%	_____

Rates change and differ by plan and market, so take the percentage from your platform's current pricing page rather than from an old quote.

3. Fill in the direct-ordering side

Take the current base fee and included minutes for your location count from the pricing page, then add any minutes above the allowance at the per-minute overage rate. Every plan includes the AI phone ordering agent, the restaurant website, online ordering and reservations, QR ordering and the management dashboard. There is no setup fee and no order commission on top; taxes are extra.

按门店数量，从定价页取当前的每门店基础月费与包含分钟数；超过包含额度的分钟按每分钟超额费率另计。每个方案都包含 AI 电话点餐助手、餐厅网站、网上点餐与订位、扫码点餐以及管理后台。不收取一次性设置费，也不额外收取订单抽成；税费另计。

Locations you would run on one account	_____
Base monthly fee per location	_____
AI call minutes included per location	_____
Minutes you expect to use in a month	_____
Minutes above the allowance	_____
Per-minute rate above the allowance	_____
Setup fee	_____
Order commission you would still pay	_____
Your monthly total	_____

Multi-location plans are quoted by location count and call usage, and existing signed agreements continue to apply.

4. The break-even line

Divide your monthly total by your platform's percentage. That is the monthly order book at which the flat cost and the commission cost the same. Above that order book the subscription is the cheaper side; below it the percentage is cheaper, which is the normal case while delivery orders are still small. Running the number is not a verdict on either channel — it tells you which side of the line you are on.

用你的每月合计除以平台的抽成比例，得到的月订单额，就是固定费用与抽成费用相等的那一点。订单额高于这一点，订阅更划算；低于这一点，抽成更划算——在配送订单量还不大时，这通常是常态。算这个数字不是要对哪个渠道下结论，而是让你知道自己站在线的哪一侧。

5. What a marketplace cannot do at all

The percentage is only one line of the comparison. These are the differences that do not show up in a commission rate.

抽成比例只是对比中的一行。下面这些差别，根本不会体现在抽成比例里。

	Delivery marketplace	Direct ordering
How it gets paid	A percentage of every order the platform brings you — typically 20% to 30% per order.	A flat subscription. Zero order commission, no setup fee.
Phone orders	None. A marketplace handles web and app orders only.	The AI phone ordering agent is included with every plan, answering 24/7 in English, Cantonese and Mandarin.
Customer data	Held by the platform.	Fully owned by the restaurant.
Website and hosting	None — the customer-facing channel is the app marketplace listing.	Included, maintained free.
Languages	Limited by app translation.	English, Cantonese and Mandarin.
	配送平台	直接订餐
怎么收费	按平台带来的每一笔订单抽成——行业水平通常是每单 20% 到 30%。	固定订阅费。订单抽成为零，也没有一次性设置费。
电话订单	没有。平台只处理网页与 App 订单。	AI 电话点餐助手包含在每个方案中，每天 24 小时用英语、粤语与普通话接听。
客户数据	由平台持有。	完全归餐厅所有。

网站与托管	不包含——面向顾客的入口是 App 商城店铺页。	包含，且免费持续维护。
语言	受限于 App 的翻译能力。	英语、粤语与普通话。

6. What switching actually involves

Configuration and AI training are typically completed in 2 to 3 business days, including menu digitization, bilingual translation verification and routing tests. No hardware is installed in the restaurant: the order board runs on any web-enabled device. Your existing public phone number stays yours — call forwarding is set up so the line routes to the AI.

配置与 AI 训练通常在 2 到 3 个工作日内完成，包含菜单数字化、双语译文核对与路由测试。餐厅现场无需安装任何硬件——后厨看板可以跑在任何能上网的设备上。你原有的对外电话号码仍然归你使用，只需设置转接，把线路接到 AI。

Where to check every number

去哪里核对每一个数字

The full comparison, with the sources behind it, is in the article: https://dinecall.ai/en/blog/direct-ordering-vs-delivery-apps

完整对比及其来源见文章：https://dinecall.ai/zh/blog/direct-ordering-vs-delivery-apps

Current plans and rates for the direct-ordering side: https://dinecall.ai/en/pricing

直接订餐一侧的当前方案与费率：https://dinecall.ai/zh/pricing

Delivery app percentages change and differ by plan and market: take the rate from your own platform's current pricing page before you fill the blanks in.

配送平台的抽成比例会变动，且因方案与市场而异：填表前，请以你所在平台的当前价格页为准。

Summarised from published product behaviour as of 2026-10-28; the pages above are authoritative. The blanks are yours to fill in. Questions about your own location count or call volume: hello@dinecall.ai
以上内容依据截至 2026-10-28
公开的产品行为整理，以上页面为准。表格中的空格由你自行填写。关于你的门店数量或通话量：hello@dinecall.ai
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