

CASE STUDY:

TAKEAWAY & RESTAURANT INDUSTRY



1. BACKGROUND & RESEARCH

Takeaways and Restaurants have shown a clear demand for apps to improve and modernise business and customer service facilities through trending smartphone functionality. We interviewed 10 randomly selected regional takeaway businesses and compiled all responses that highlighted common problems, concerns and repeat processes that could be reduced by the introduction of a mobile app.

One clear problem for Indian and Chinese takeaways was phone capacity at peak times, however this wasn't a problem for Pizza takeaways as the capacity limit was the ovens. To validate the hypothesis we devised three tests:

1. We surveyed 200 takeaway business owners
2. Held face to face 'on street' questionnaires with 150 members of the general public
3. Phoned 150 takeaways at peak times

2. FINDINGS

Findings from the process revealed:

1. **73%** of takeaway owners agreed that phones being engaged at peak times was a significant issue for the business.
2. **63%** of consumers questioned on the street had at some point called a takeaway and experienced engaged tones and not called back.
3. **34%** of the time, when calling takeaway businesses during peak times on Friday - Sunday, 6pm-8pm, the phone line was engaged.

The process also revealed that takeaway business owners who were using aggregator companies (such as JustEat, Fill My belly and Hungry House) to accept online orders were prone to further concerns:

1. **High commission and admin fees (up to 15%)** - resulting in reduced profit margins for businesses
2. **Complete dismissal of brand control** - businesses were simply seen as "conveyor-belts" and providers of food rather than being an individual takeaway service.
3. **Lack of ownership and communication** - losing customers to competitors and the inability to promote offers, loyalty rewards to regular or new customers.

3. OUR SOLUTION | Features & Overview

Fully Branded App

Designed to match restaurant website and incorporates brand colour scheme. The app includes the Royal Tandoori logo and provides the business with 100% control over their brand.

CRM System & App

Using the CRM App or website, administrators can gain additional control over incoming orders and see all App Actions (orders, sales, form completions, bookings) history for each customer.

Customer Loyalty

Offer rewards and discounts for repeat business and encourage customer loyalty. Let customers earn points using check-ins, QR scans or purchases.

Apple & Android

The app is published to both Apple & Android stores who provide Apps to 92% of all smartphone users.

Social Media Marketing

We provide additional app marketing via our social media channels and demonstrate the best ways to engage with customers.

In-App Payment

Provides customers the ability to pay for their orders using a bank card or Paypal account via the App. Order history allows customers to re-order their favourite meals quickly and easily.

Full Menu Listing

Enables customers to browse and order easily & quickly. Include pictures and descriptions and organise food items under categories.

Cloud Order Printer

Prints online orders instantly and features a beeping alert to notify staff of incoming orders. Simple to use, accept orders with one button.



PUSH NOTIFICATIONS

Delicious Takeaway

Our chef's have created a new special!
Check our app for more info & try it tonight!

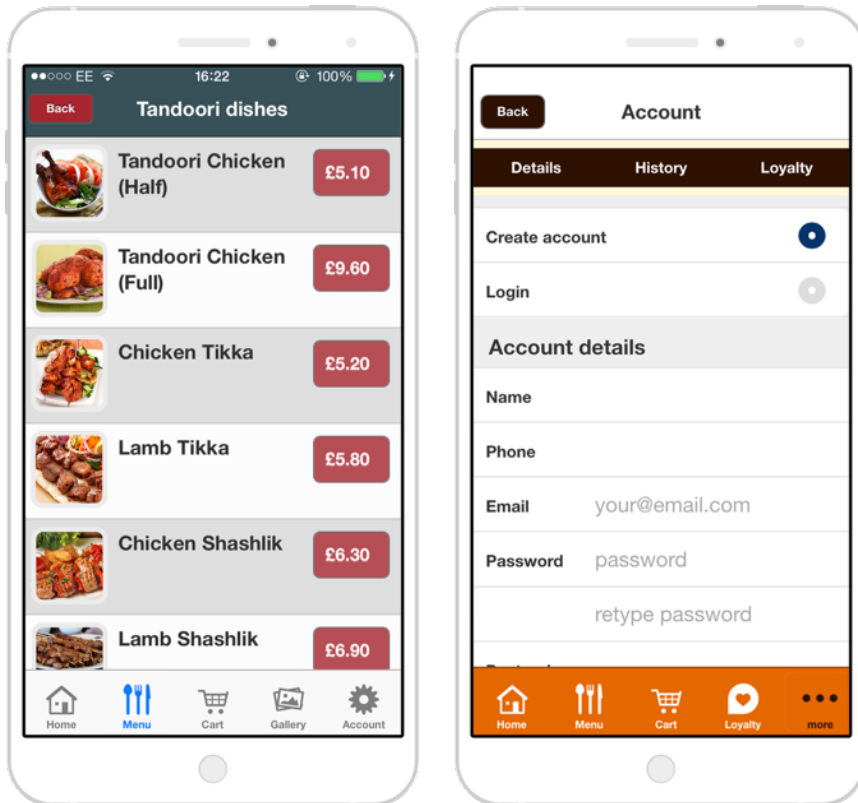
Close

Launch

App ownership enables businesses to connect with their customers anytime they need by using our Push Notifications module. Benefits include:

1. Send unlimited messages per month
2. Notify customers of special in-App discounts, new menu items or special offers.
3. Messages can be scheduled in advance or targeted using Geo-Fencing to communicate with customers within a defined map location.

4. APP FEATURES



1-Touch Ordering to view order history to quickly load previous orders.

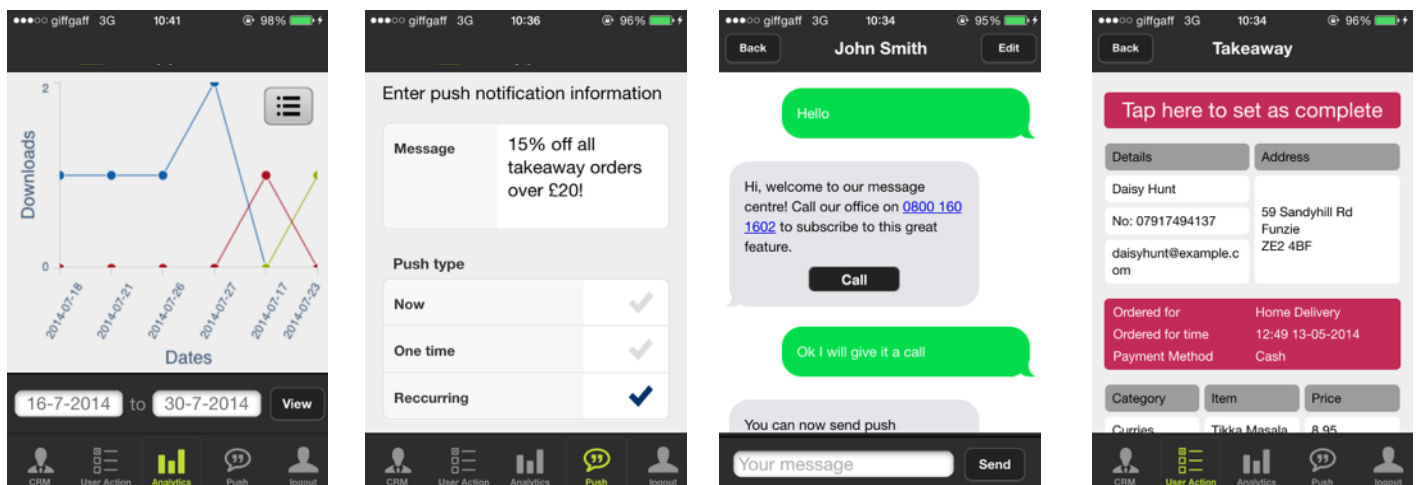
Clear Navigation allows customers to browse through menu lists and easily add items to your cart. Include images and descriptions.

Secure Account Creation to store contact details for quick ordering.

Earn Loyalty Points against every order to redeem against offers or money off your next order.

Simple Integrated Payments using credit/debit cards via PayPal with option to pay on delivery or collection.

CRM APP for Administrators offers additional control and ease



1. Create & View Analytic Reports.
2. Send & Create Push Notifications, including Scheduled & basic Geo-Targeted messages.
3. Chat with App users/clients via the Message Centre.
4. View history and respond to App Actions (orders, sales, form completions, bookings) of each customer.

5. CUSTOMER SUCCESS

Royal Tandoori Restaurant were looking to provide customers with an easier way to order online. They already took orders on their website but wanted to create an app to encourage customer loyalty and simplify the ordering process.

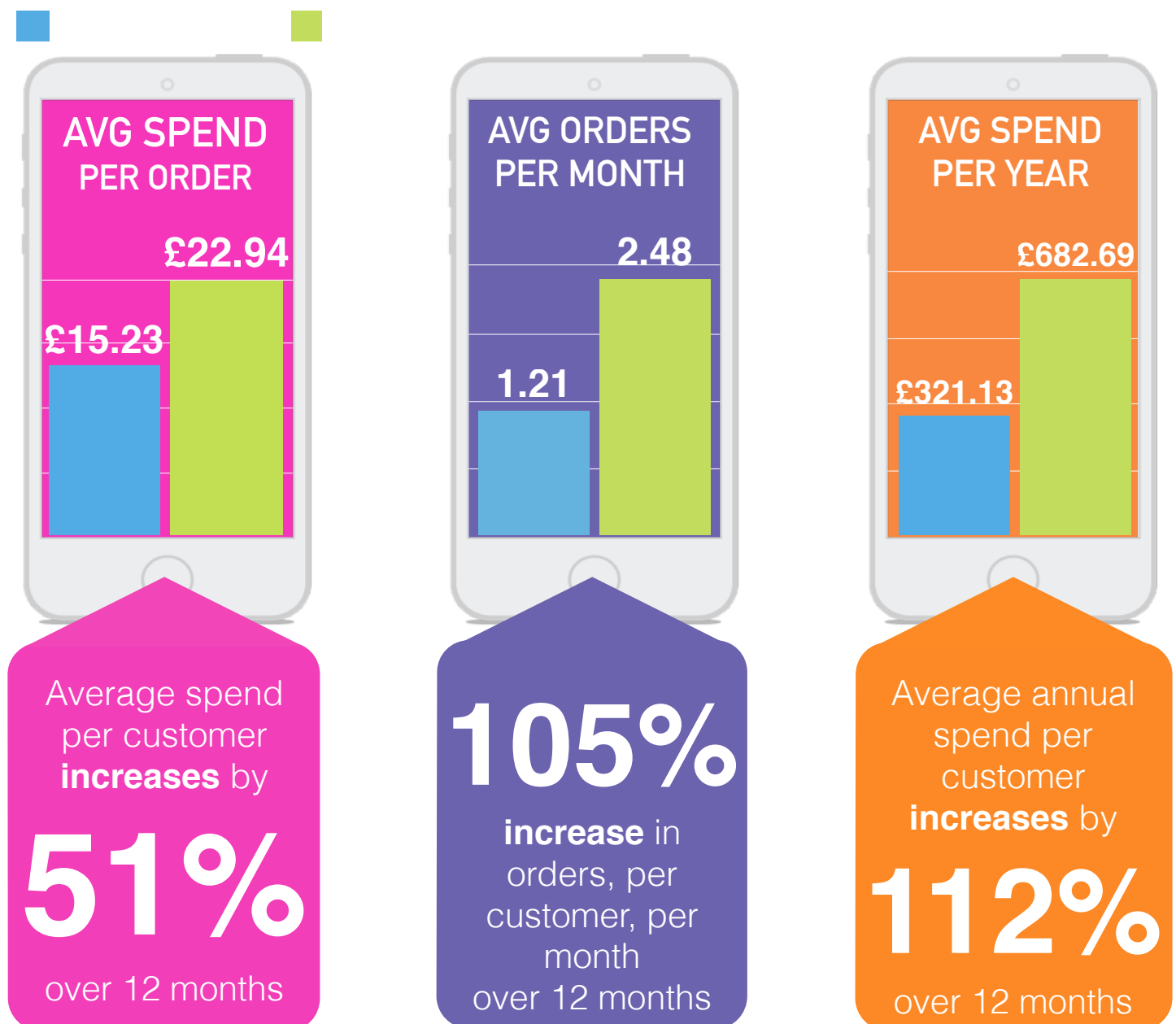
www.royaltandoori-brockley.co.uk



AVG SALES GROWTH

AFTER 12 MONTHS OF APP ADOPTION

Our studies show that after 12 months of App adoption businesses can expect to double their online sales revenue.





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