

BAGUETTES INCREASES AVERAGE SPEND BY 45% WITH deliverect kiosk

FRANCE



45%

higher average spend

94%

of orders paid for
at kiosks

1:26m

average order
time

CHALLENGE: DRIVING UPSELLING AND ADD-ON SALES

Baguettes looked to install **self-ordering kiosks** in order to help them:

- Reduce the operational burden associated with taking orders.
- Accelerate service to cater to more customers.
- Reduce queues and customer frustration.
- Promote add-on sales and increase the average transaction value.

RESULT: 45% INCREASE IN AVERAGE SPEND

Where staff lacked the time to suggest extras, the **Deliverect Kiosks** automatically suggested upsells—prompting customers to add extra products.

RESULTS

-  45% higher average spend
-  1:26 min average time per order
-  94% of orders paid at the kiosk
-  8% increase in orders
-  7% conversion to meal deals/formulas

"The kitchen can run with just two people and handle **100 to 120 orders per service**, while allowing us to remain focused on preparing the food and service, moving faster and not worrying about the rest."

— OLIVIER M., MANAGER AT BAGUETTES



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