

BARAK BOOSTS ACCEPTED UPSELLS BY 65% WITH deliverect kiosk

FRANCE



65%

of upsell suggestions
accepted by customers

92%

of orders paid for
at kiosks

1400

loyalty members
in 18 months

CHALLENGE: DRIVING UPSELLING AND ADD-ON SALES

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

- Decongest tills and reduce customer waiting times.
- Allow customers to order autonomously.
- Increase add-on sales.
- Ensure seamless integration with their existing POS system
- Maintain positive customer interactions.

RESULT: 65% OF UPSELL SUGGESTIONS ACCEPTED

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

RESULTS

-  92% of orders paid for on kiosks
-  2:18 min average time per order
-  1400 loyalty members in 18 months
-  65% of upsell suggestions accepted
-  16% of orders including paid-for upsells

*"The kiosk is like my best employee for managing order-taking: it **increases the average spend and simplifies everything**, from upselling to training"*

— PAUL O., GENERAL MANAGER AT BARAK



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