



HOW BERLINER DAS ORIGINAL OPTIMISED CUSTOMER EXPERIENCES WITH deliverect kiosk

FRANCE

23%

reduction in abandoned orders

27%

of transactions included upsells

77%

of orders paid for at kiosks

CHALLENGE: MAXIMISING SALES WITH RELIABLE KIOSKS






Berliner Das Original wanted to install self-ordering kiosks to:

- Automate upselling and increase the average spend.
- Streamline service to reduce queue times.
- Provide a smooth customer experience.
- Rely on a dependable kiosk with responsive, 24/7 support.

RESULT: MORE UPSELLS AND ORDERS PER SHIFT

By installing Deliverect Kiosks in each of its sites, Berliner Das Original was able to track performance and KPIs, and continuously optimise menus.

RESULTS

-  23% reduction in abandoned orders over two years
-  4.7% of revenue generated via upsells
-  27% of transactions include paid options/add-ons
-  77% of orders were paid for at the kiosk
-  3:14 min average time per order

“For us, investing in kiosks is investing directly in the customer journey. That’s what makes a customer choose to dine with us and, more importantly, come back.”

— GAUTHIER LECOUEUR, DIRECTOR OF MARKETING & COMMS AT BERLINER DAS ORIGINAL



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