



BOHEBON[®]
LOVE & POKE

BOHEBON ACHIEVES 8% HIGHER AVERAGE SPEND WITH deliverect kiosk

FRANCE



8.4%

increase in average
spend value

79%

of orders paid for
at kiosks

23%

of upsell suggestions
accepted by customers

CHALLENGE: DRIVING UPSELLING AND ADD-ON SALES

By utilising **self-ordering kiosks** in store, Bohebon hoped to:

- Reduce queues at the till and help teams concentrate on food preparation.
- Offer an intuitive, fast, autonomous, and pleasant customer journey.
- Stimulate sales of meal deals.
- Integrate with existing POS to optimise internal management.

RESULT: 23% OF UPSELL SUGGESTIONS ACCEPTED

Thanks to automated upsell suggestions, **Bohebon's** average spend per order increased by 8.4%, and 23% of suggested add-ons were accepted by customers.

RESULTS

-  8.4% increase in average spend
-  3:24 min average time per order
-  19% conversion to meal deals/formulas
-  23% of upsell suggestions accepted
-  79% of orders paid for at kiosks

*"Service is **smoother and faster**, and customers choose their dish with visually impactful photos. On the business side, our average spend is climbing."*

— LOUISE DE K., OPERATIONS DIRECTOR AT
BOHEBON



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