



• Since 2006 •

HOW BURGERMEISTER INCREASED ONLINE SALES GROWTH BY 55%

WITH  deliverect restaurants

GERMANY



99%

increase in online rate

90%

reduction in ordering errors

55%

increase in orders

CHALLENGE: INCREASE ORDERS, REDUCE MISTAKES






Burgermeister's fast growth and increased volume of orders threatened to overwhelm staff. It sought a solution to:

- Reduce the error rate from manual order input
- Increase customer experience with up-to-date menus
- Streamline orders from multiple delivery platforms
- Reduce the operational toll on staff
- Prepare for international expansion

SOLUTION: DIRECT POS INTEGRATION, STREAMLINED WORKFLOWS

Burgermeister partnered with Deliverect to implement a **direct integration** between all delivery platforms and the brand's existing POS system, establishing a **single, seamless connection**.

RESULTS

-  20% boost in kitchen efficiency
-  99% increase in online rate
-  90% reduction in ordering errors
-  €120,000 of manual labor costs saved
-  Rejected orders dropped from 2% to 0.08%

"In the coming years we're aiming for exponential growth. It's reassuring to know we have Deliverect as a partner who can support that scaling quickly, smoothly, and efficiently, and one we can truly rely on."

— **LEANDER BRUNE**, CHIEF OPERATING
OFFICER AT BURGERMEISTER



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