



DELIVERECT'S IMPACT: GUZMAN Y GOMEZ'S 35% ONLINE GROWTH

SINGAPORE - 17 LOCATIONS



CHALLENGE

Since 2013, Guzmán y Gómez has thrived in Singapore with 17 restaurants. The country's primary owner and franchisee, Josh Bell, harbors ambitions of further expansion, aiming for 30 locations in the coming years. Enhancing operational efficiency, reducing errors, and optimizing staff workloads are crucial to achieve this goal.

INTEGRATIONS USED:



SOLUTION

Deliverect's integration at Guzmán y Gómez transformed operations like menu optimization and staff management, automating manual tasks. Merging multiple delivery service orders into single screen cut errors and delivery times, which is crucial in Singapore's market. Order tracking and visual sales reports across channels enhanced staff efficiency and decision-making, meeting the business' needs.

RESULTS

- 35% increase in online revenue.
- 50% reduction in delivery time (from 10 minutes to 5 minutes).
- Reduction in failed orders from 100 to 5 per week.
- Streamlined head office operations, saving staff time.
- Improved staffing efficiency, from 4-5 to 3 per shift.

50%

REDUCTION IN
DELIVERY TIME

90%

REDUCTION IN
ERROR RATES

35%

ONLINE
REVENUE
GROWTH

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“With Deliverect, things are faster, cleaner, easier, and more efficient with fewer mistakes. This allows us to focus on what we do best: our food and creating happier customers.”

JOSH BELL, OWNER AND MASTER FRANCHISEE, GUZMAN & GOMEZ SINGAPORE.

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