deliverect | **TGI FRIDAYS**

TGI FRIDAYS UK TRANSFORMS ITS OFF-PREMISE STRATEGY USING DELIVERECT

CHALLENGE

The pandemic presented TGI Fridays UK with new challenges. Historically focused on dine-in experiences, the shift to a high-demand off-premise model brought forth issues such as:

- **Difficulty in handling multiple aggregator tablets**
- **Increased staff time for order processing**
- **Manual errors**
- **Difficulty in updating menus and promotions on various platforms**

deliveroo   **JUST EAT**   **Uber Eats**

SOLUTION

TGI Fridays UK forged a strategic alliance with Deliverect, integrating multiple aggregator systems into its POS. This move streamlined order processing, saving staff time, enhancing order accuracy, and improving the consumer experience.

RESULTS

- Centralised delivery management on a single dashboard.
- Maintained menu consistency across delivery platforms.
- Reduced missing items in delivery orders by 5%.
- Improved decision-making with deeper insights.

> "It has made things so much easier for us with our dine-out strategy. It's made life easier for our store teams; they've even forgotten what life was like previously."

JOS WOLF, BUSINESS IMPROVEMENT DIRECTOR, TGI FRIDAYS UK.

ABOUT TGI FRIDAYS

Originating in New York in 1965, TGI Fridays is renowned for its upbeat atmosphere and charismatic bartenders, creating a perpetual Friday night vibe. Today, it operates over 600 restaurants in 55 countries, including 86 in the UK, where it first debuted in 1986.

BOOK YOUR GUIDED DEMO

→ **Let's talk**