



DELIVERECT INTEGRATION BOOSTS HOOTERS MEXICO'S SALES WHILE REDUCING ERRORS

MEXICO



CHALLENGE

Hooters Mexico encountered operational challenges within its ordering system, **leading to delivery delays and complications in order reception and processing.** Furthermore, **manual errors in processing orders negatively impacted the quality of service,** undermining Hooters Mexico's capacity to offer an outstanding delivery experience in the face of increasing demand for food delivery services.

SOLUTION

By implementing Deliverect's end-to-end solution, Hooters Mexico saw its **POS system order integration automated, removing the risk of human errors in order processing.** This integration significantly **accelerated delivery speeds** and boosted their delivery service's overall quality and effectiveness.



RESULTS

- Achieved 100% reduction in manual errors.
- Enhanced customer experience.
- Delivery channel shifts from complementary to up to 60% of sales during crucial events like the Super Bowl.
- Saved 2-3 minutes in delivery process time.
- Seamless integration with restaurant POS system.

100% Reduction in manual errors

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"The impact we've had with Deliverect has been very positive. We are talking about 100% fewer errors in capturing our orders because they are already integrated directly into our system. And additionally, this has allowed us to save between 2 and 3 mins on the entire delivery process"

BERNARDO LASTRA, MARKETING DIRECTOR OF HOOTERS MEXICO.

ABOUT HOOTERS

Established in 1983 in the USA, Hooters has grown into a globally recognized restaurant chain known for its vibrant ambiance and signature chicken wings, now operating in over 30 countries worldwide. Since launching in Mexico in 1997, Hooters has successfully opened 24 outlets nationwide.

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