



KLC BOOSTS EFFICIENCY AND CUSTOMER INSIGHTS WITH DELIVERECT INTEGRATION

DUBAI, KUWAIT, QATAR

CHALLENGE





Before partnering with Deliverect, KLC operated its multiple brands through several online order platforms, **dealing with over six aggregators across over twenty cloud kitchens.** This complex setup involved numerous tablets, resulting in **complicated management and a high error rate.** Updating menus and tracking stock shortages across platforms were a significant business management challenge.

SOLUTION

KLC streamlined its operations by integrating Deliverect, facilitating the consolidation of various aggregator systems with the business's POS. The centralized ordering system seamlessly combined orders from numerous aggregator tablets into a single dashboard, significantly reducing reliance on multiple devices and unifying order management across Kuwait, Dubai, and Qatar.

Furthermore, this integration enables simultaneous brand updates, saving time and enhancing operational efficiency. **By leveraging Deliverect's insights across all brands, KLC gained valuable data on customer preferences and behavior,** aiding in menu engineering and decision-making to better meet customer needs.

RESULTS

-  Enhanced customer experience.
-  Consolidated 400 tablets into one platform to enhance efficiency.
-  Cut order processing time by 2-3 minutes.
-  Seamless integration with restaurant POS system.



“

Deliverect helps us reduce 2-3 minutes from our overall kitchen time and improve our delivery time by creating this customer-to-kitchen direct order transmission.”

ALI ABU ELAYYAN, HEAD OF OPERATIONS SUPPORT, KLC VIRTUAL RESTAURANT.



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