



DELIVERECT & PINZA! OPTIMIZING DELIVERY & SOCIAL MEDIA SALES

UAE & UNITED KINGDOM

CHALLENGE

PINZA!, known for its unique fusion of pizza and flatbread, made the strategic shift to become a virtual brand focused on delivery. They established a call center with seven tablets and ten agents, each dedicated to different delivery aggregators to support this. However, they faced challenges including:

- Managing numerous tablets
- Errors in manual order processing
- Managing multiple delivery partners
- Tedious menu updates

SOLUTION

Partnering with Deliverect, PINZA! streamlined its operations by integrating a single dashboard solution for uploading, editing, and managing delivery menus. This change enabled automatic updates across all delivery platforms with just one click.

Furthermore, the addition of Deliverect Social Media Ordering empowered PINZA! to sell directly through social media channels like Instagram, Facebook, and WhatsApp, enhancing customer experience and engagement. Customers can now easily place orders using features like the 'Order Food' sticker.

RESULTS

- Centralized dashboard for delivery management.
- Substantial decrease in operational mistakes.
- Real-time menu and description updates.
- Improved insight into aggregator metrics,



14%

Basket size
increase

54%

Customer
satisfaction
improvement



Careem

HUNGER
STATION

jahez

zomato

“

“Before implementing Deliverect, we faced numerous mistakes due to manual order entry, causing additional work and frustration. With the direct ordering system, such errors are significantly reduced.”

TAMER ELKHAYAT, MANAGING
DIRECTOR, PINZA!

BOOK YOUR GUIDED DEMO

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