

# 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

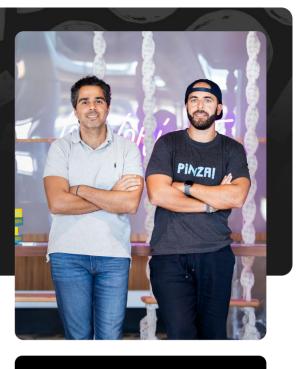
#### **SOLUTION**

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.
- B Real-time menu and description updates.
- Improved insight into aggregator metrics,



**14%** 

Basket size increase

**54**%

Customer satisfaction improvement



Careem

**HUNGER** STATION

jahez zomato

66

"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**



<u>Let's talk</u>

