



WAFFLE FACTORY INCREASES AVERAGE ORDER VALUE BY €5 WITH deliverect kiosk

FRANCE



€5

average increase in
order value

81%

of orders paid for
at kiosks

7%

of revenue from
upsells

CHALLENGE: DRIVING UPSELLING AND ADD-ON SALES

Waffle Factory looked to install **self-ordering kiosks** in order to help them:

- **Make the customer experience faster and smoother at every stage.**
- **Reduce waiting times, streamline service, and eliminate lost sales.**
- **Allow customers to order autonomously.**
- **Increase sales through upsells and meal deals formulas.**

RESULT: €5 INCREASE IN AVERAGE SPEND THROUGH UPSELLS

Deliverect Kiosks' ability to **automatically suggest upsells**, **reduce wait times**, and **maximise conversions** enabled Waffle Factory to continue to expand.

RESULTS

-  11% higher average spend
-  2:34 min average time per order
-  81% of orders paid at the kiosk
-  €5 increase in AOV from upsells
-  €3 increase in AOV from meal deal formulas



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