



HOW DIM SUM INCREASED ORDER VOLUME WHILE SLASHING KITCHEN MISTAKES

FRANCE

80%

reduction in order errors with DMA

30%

increase in returning customers with Direct

15MIN

reduction in delivery times with Dispatch

CHALLENGE: MORE ORDERS, INCREASED BOTTLENECKS






Dim Sum's fast growth and increased volume of orders threatened to overwhelm staff. It sought a solution to:

- Reduce the amount of order errors
- Minimize bottlenecks at the counter
- Reduce the operational toll on staff
- Stabilize for continued expansion

SOLUTION: END-TO-END STREAMLINING, CENTRALIZED OPERATIONS

By introducing the full Deliverect solution into its existing tech stack, Dim Sum could start to optimize its operations. Giving customers new ways of ordering and boosting marketing efforts means Dim Sum can continue to expand exponentially without compromising the customer experience.

RESULTS

-  80% reduction in order errors
-  30% increase in returning customers
-  15% increase in additional sales
-  15 minute reduction in delivery times
-  20% of orders processed through Kiosk

"Managing our business has become much simpler, particularly thanks to better inventory management, preparation time tracking, and the ability to close point of sales across all relevant platforms."

— MICHEL ZHANG, DIRECTOR AT DIM SUM



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