



HOW PIZZA HUT BOOSTED **AVERAGE ORDER VALUE** AND **DROVE UPSELLS** WITH **deliverect kiosk**

SPAIN & PORTUGAL



90%

queue reduction

30%

more orders per hour

21.9%

increase in upsells

CHALLENGE: **BOTTLENECKS, SLOW SERVICE, AND LIMITED UPSELLING**

Long queues at the counter and limited menu visibility were slowing service and capping upselling potential across Pizza Hut's locations. The company needed to:

- **Eliminate queues at peak hours**
- **Unlock consistent upselling**
- **Unify operations across franchisees**

SOLUTION: **COMPACT KIOSKS, UNIFIED BACK-END, FAST ROLLOUT**

Pizza Hut partnered with Deliverect to deploy compact, cost-effective kiosks that integrate seamlessly with every franchisee's POS (Aloha, MX, SpotOn), unifying menus, orders and upsell logic on a single platform.

RESULTS

- 🕒 90% reduction in queues
- 📄 30% more orders per hour
- 💰 21.9% increase in upsells
- 👍 5% higher average ticket

With Deliverect Kiosks, customers order faster, explore the full menu, and bottlenecks disappear, driving faster service, an increase in average value ticket and more upsells.

— **ENRIQUE MOISÉS**, OPERATIONS DIRECTOR
SPAIN & PORTUGAL.



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