



HOW SUSHI YAMA ACHIEVED FIRST-PARTY EXCELLENCE WITH DELIVERECT

NORDICS



20%

higher average
order value

58%

uplift in repeat
purchases

70%

reduction in
manual updates

CHALLENGE: MORE ORDERS, MORE MANUAL INPUT

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

- Reduce the amount manual order input
- Streamline orders from first- and third-party delivery platforms
- Reduce the operational toll on staff
- Prepare for international expansion

SOLUTION: DIGITAL STREAMLINING, OPERATIONAL STABILITY

Sushi Yama partnered with Deliverect to optimize menu and order management across first and third-party platforms, including a direct connection between their Future Ordering app and the delivery fleet provided by Wolt Drive.

RESULTS

- 20% higher average order value
- 58% uplift in repeat purchases
- 70% reduction in manual updates
- 42% increase in actionable customer data

"Deliverect has evolved into a strategic infrastructure partner for Sushi Yama, enabling scalable growth, operational precision, and enhanced control across our entire digital ecosystem."

— **MARCUS VON TELL**, HEAD OF DIGITAL
OPERATIONS AT SUSHI YAMA



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