

# New Zealand's original *gourmet* burger gets a **HI-TECH** makeover



## The Situation

**Burger Wisconsin** is a New Zealand institution, making simply better gourmet burgers since 1989.

Today **Burger Wisconsin** have 22 stores and continue to make a significant footprint on the New Zealand burger market - especially since they unlocked the power of online & mobile ordering.



## The Challenge

A well-established brand and amazing burgers weren't enough. Consumer behaviour, led by advancements in technology, had changed. Long lines and tied up phones were causing too many roadblocks, and **Burger Wisconsin** were losing customers to their competition.

**The challenge was set:  
Remove the roadblocks.**

*"We had always thought people would be prepared to queue up and wait for a great product. This is not true of the modern consumer."*

**Nick Rodgers**

Field Service Representative  
**Burger Wisconsin**

# The Solution

Just one line of code is all it took to add **Mobi2Go's** interface to **Burger Wisconsin's** existing website, matching their existing brand.

iOS & Android mobile apps were also developed to let customers order while out and about.

Customers could now place, schedule and pay for their order online at their own convenience - **wherever they were.**



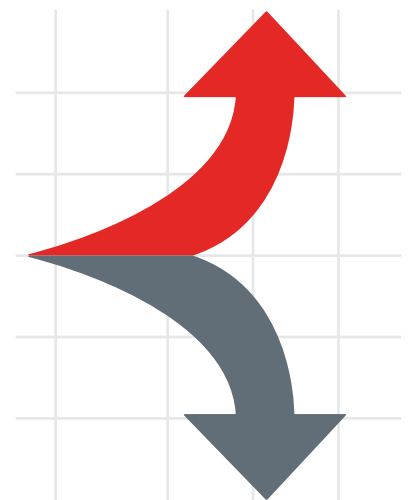
# Results & Benefits

Following a smooth rollout and integration directly to each store's point-of-sale, the wait was over. **Burger Wisconsin** saw a **significant increase in revenue**, a reduction in phone orders and improved order flow in the kitchen - **even with over 80 burger combinations available.**

Customers are now spending **more per transaction online than in-store**, and **repeat purchases are higher** for online and mobile ordering customers. Customer loyalty at **Burger Wisconsin** is now back to the good old days, and it was online ordering technology that helped them get there.

**Mobi2Go and Burger Wisconsin are now working out even more ways to delight their customers and improve the ordering experience.**

**REVENUE & ONLINE ORDERS**



**PHONE ORDERS**