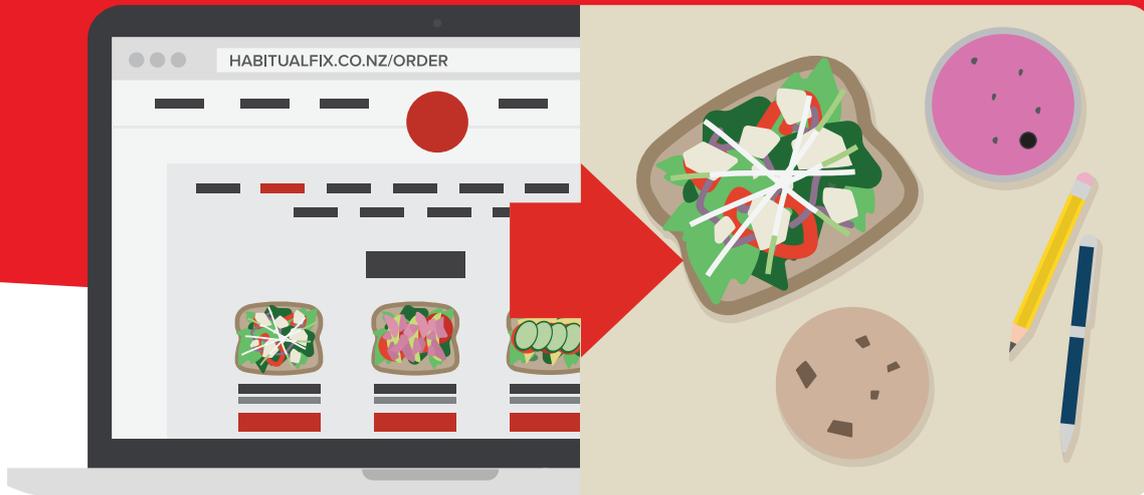
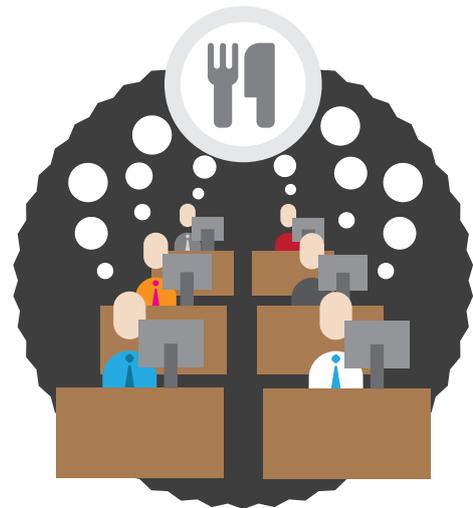


Desktop ordering delivered to hungry workers' desk tops



The Situation

Habitual Fix have been creating fresh food addicts since 2008 with their healthy (and tasty!) hand made meals. With sixteen stores in New Zealand's major city centres, they've made a positive impression on health conscious professionals looking for a bloody good lunch in a hurry. Here's how online & mobile ordering helped them grow.



The Challenge

With a large customer base of working professionals, word spread among the cubicles about **Habitual Fix**. The catering side of the business was picking up, and orders for once lunches and corporate events were coming through thick and fast.

The challenge was set. Provide customers with a convenient ordering method and make catering orders easier on the kitchen.

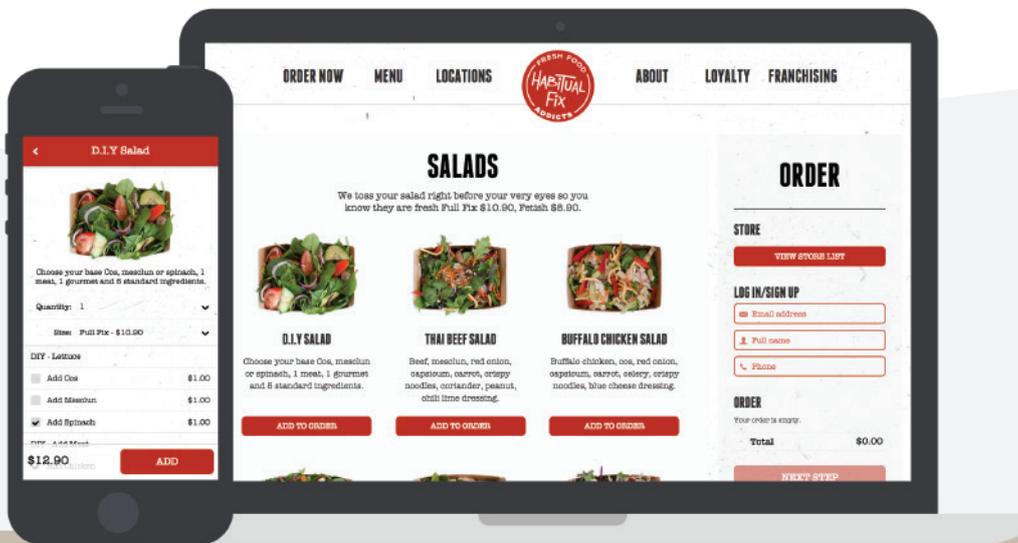
“Taking large volume orders by phone can be difficult. We wondered what could be done to speed things up and give customers the option of ordering from their desk.”

James Tucker
Owner, Habitual Fix

The Solution

The **Mobi2Go** online ordering storefront was injected into **Habitual Fix**'s existing website, matching their brand's look & feel perfectly. Branded iOS & Android mobile ordering apps were also developed to let customers order from their smartphones while out & about.

Customers could now select, order, schedule and pay for their lunch (and the whole once) from their desks. No more waiting in line, no more messing up Bob from Accounting's Manwich Sandwich (*Bob hates relish*).



Results & Benefits

Following a smooth rollout and integration to each store's point-of-sale, **Habitual Fix** made desk top lunches a reality for their customers.

With a speedier order flow and happier customers, **Habitual Fix** grew their store numbers. All it took was a self service online ordering solution.

Mobi2Go and Habitual Fix are working together to develop even more ways to delight customers and improve the ordering experience.



**ONLINE
ORDERS**

**IN-STORE
WAIT TIMES**