

# EPIC BURGERS

at the click of a button

 **Mobi2Go**  
+ *Mr Burger*



## The Business

*Love that street food feel?* Good quality food at the end of your street? There's no doubt that Food Trucks have become a phenomenon in recent years and is what **Daragh Kan** and **Myles Munro** wanted to push upon after returning from the US in 2012 and seeing how successful it was over there.

They opened the first **Mr Burger** in a converted warehouse opposite the Queen Victoria Market in Melbourne. Today they have over eight food trucks in Victoria, one in Tasmania, six brick and mortar stores and an upcoming expansion in Queensland.



## The Challenge

**Mr Burger** trucks can be found at local parks, footy games and popular festivals. They are always on the move and bring an air of excitement when they're at a curb near you. **But how do you overcome the long lines and offer the convenience of online ordering when you're mobile?**

**Mr Burger** originally launched online ordering through an aggregator service, however quickly realized it meant that their staff had to deal with an extra system. Kan said, *"We're always focused on improving our operations, so it was important that we had an online ordering system that integrated directly into our existing POS"*.

*"Online Ordering was always part of our plan, but we needed to find the right company that followed our ethos"*.

**Daragh Kan**  
Mr Burger founder

## The Solution

Early in 2015, Daragh and Myles, got introduced to **Mobi2Go** through **Kounta**, specialists in point of sale (POS) hospitality solutions. **Mobi2Go** integrates directly with Kounta, which **provides a seamless experience for staff and doesn't require the manual rekeying of orders**. It also allowed us to easily configure our systems based on the various locations of food trucks, which meant that a location could **easily get up and running within 10 minutes**.

The **Mobi2Go** online ordering storefront was seamlessly integrated into **Mr Burger's** website, matching their existing brand, whilst providing a customer centric experience.

"The on-boarding process was a walk in the park, once our branding was finalised, we were up and running within 2 days! There were new processes to work through, but overall, the learning curve for the adoption of a new, multi-location business platform was remarkably easy".

## Results & Benefits

The seamless integration with **Kounta** has meant that online ordering fits into **Mr Burger's** existing workflows, which their staff love. An added bonus is that it's one less piece of hardware on the bench, in an already tight space!

Thanks to the integration, **Mr Burger's** customer data is all in one place and able to be used to better dictate how our business markets and changes with trends, which keeps us agile and improves the customer experience.

"Flexible, intuitive and beautiful is how I would describe **Mobi2Go** in three words. Add that to the success of our project and I can't recommend **Mobi2Go** highly enough!"