



WINNER
WINNER

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Mobi2Go

**TABLE ORDERING
CASE STUDY**

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It's clear to see that Table Ordering and Digital Ordering are the way forward for fast, casual establishments like Winner Winner.

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—**Chantha Un, Franchisee**

58%

OF ALL ORDERS ARE TABLE ORDERS

AVERAGE TRANSACTION VALUE

↑ 20%

INCREASE AFTER IMPLEMENTATION

TURNOVER

↑ 20%

CUSTOMERS ORDER FASTER AND TURN TABLES SOONER

STAFF COSTS

↓ 50%

FOH COSTS REDUCED USING TABLE ORDERING

CUSTOMERS ARE

↑ 5x

MORE LIKELY TO ORDER MORE WHEN USING TABLE ORDERING





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Since we started with Table Ordering in May of 2020, we have seen fantastic results.

One aspect we were initially reserved about was the impact it would have on our customer experience. Our customers adapted to the introduction of Table Ordering with ease and are constantly voicing how impressed they are with such a cool, innovative offering with helpful pictures to understand exactly what to expect.

Additionally, we've seen increased orders per customer, per visit as they can easily add on additional items and drinks throughout their meal at their leisure. This translates directly to our bottom line.

With the unique requirements that have come as a result of COVID-19, Table Ordering allows our team to deliver a positive customer experience, while adhering to compliance requirements. It has been a game changer in these uncertain times.

Before we began using Table Ordering, we were required to have an additional staff member during our lunch shifts. Now our staffing costs have decreased significantly with no loss to our team's efficiency or negative impact on our guest experience.

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It's clear to see that Table Ordering and digital ordering are the way forward for fast, casual establishments like Winner Winner.

We're thankful for the growth and development we've seen through Mobi2Go and look forward to working with Tarik & the team for years to come.

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