

Pizzeria picks up new custom through digital ordering service



Earlier this year, an award-winning pizza restaurant reached out to Preoday for support as it explored the opportunity of an order-ahead service for its loyal customers.

The restaurant, which had been going from strength-to-strength, knew its reputation was primarily built on the food that it served but it considered it equally important to provide an excellent customer service. It was also aware that competitor restaurants were offering customers digital ordering, it wanted to keep up with the competition, delivering on the modern consumer's demand for technology while maintaining the modern, cool brand it had developed.

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The solution

Working with Preoday, the pizza restaurant built a branded mobile app and online ordering portal for its website. Acknowledging that customers would be unlikely to find the service organically, it developed a marketing plan that included a website update, putting the online ordering portal front and centre of the page. Users could now order their food for collection or delivery, paying online through a secure page, seven days a week.

The result

Since launching at the start of 2018, the pizzeria has received 1,000 orders and taken more than 32,000 Euros through the service. It's proven particularly popular for those that prefer to eat pizza in the comfort of their own home; one customer has spent more than 600 Euros on takeaway from the restaurant in just seven months.

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Digital ordering isn't the future, it's here and it's now. We've found quick service venues like pizza restaurants understand this especially well.

It's a food that can be eaten easily, anywhere and can be transported without losing its integrity.

By offering a click and collect or digital order and delivery service they are able to open up fresh revenue streams, attracting consumers that might not have ordered through them before, and turning them into loyal, returning customers.”

Nick Hucker,
CEO,
Preoday