

fishnchickn

Digital platform increases order value by 122% for TCG's fishnchickn brand

fishnchickn brings together over 90 years of experience with the best raw ingredients, time tested preparation and cooking processes and well trained passionate staff to make sure customers can enjoy the most delicious fish and chips every visit. The brand is owned by The Chesterford Group (TCG) which runs more than 40 fish and chip stores across the UK.

The Challenge

Like many popular fish and chip stores, TCG previously found that the queuing and subsequent cooking time in the busy dinner period could mean customers waiting up to twenty minutes for their takeaway.

TCG knew this was at odds with modern consumers' expectations surrounding the speed of service. They didn't want to risk lowered customer satisfaction and missed sales.

The challenge then was how to minimise queues at busy times while maintaining the close customer relationships that fish and chip operators often build with their customers.

The Solution

TCG introduced QikServe's Preoday ordering platform initially to four fishnchickn sites (Billericay, Harlow, Knares and South Woodham Ferrers) in August 2018 to help improve its customers' experiences and to provide it with a competitive edge in the marketplace.

The company had seen previous success when TCG introduced digital ordering to its Churchills sites in 2016, proving that its multichannel customers are worth twice as much as those using a single channel.

TCG saw the opportunity for its fishnchickn sites and adopted QikServe's white label mobile and online

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The Results

ordering system.

Customers can now arrive at the requested time, skipping the queue entirely and picking up their freshly prepared food. This had the knockon effect that queue times for drop-in customers also shortened.

Following the success of implementing digital ordering to four sites, TCG expanded its digital ordering offering to additional stores.

Like Churchills (another TCG brand that uses QikServe's Preoday platform), the results for fishnchickn have been excellent:

- Mobile and online ordering now account for 13% of sales; this figure rose month on month
- The ease of exploring a digital menu has led to customers placing additional products in their online basket making the average order value 122% higher than walk-in takeaway purchases
- 69,000 orders have been made since in the last 12 months (July 2019-2020)
- A Web Wednesday email promotion achieved a marketing ROI of 28:1 and of the 201 people who have texted Fish to 66777, 99 of them placed an order giving an SMS-order conversion rate of around 50% and at a per SMS cost of 0.04p.



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In their own words...

“We needed an app and online ordering system that could accommodate multiple locations and that we could integrate seamlessly into our existing EPOS system, ICR, and QikServe’s API dovetailed perfectly.

We have found the system easy to use and to roll out to new locations. In the next phase, we plan to include a new ‘order at table’ feature for our assisted service restaurants; this will play as a crucial role in our future growth plans.”