



Northern Irish fish and chip shop grows repeat business and increases basket size with digital ordering

The challenge The solution The results In their own words

When Northern Irish fish and chip shop The Frying Squad, which has shops across Belfast and County Down, was considering its options for its own digital ordering service, its main motivation was to reduce the commission costs charged by Just Eat. Aside from reducing the high commission, it wanted the insight it would gain from being able to access its customer data and thereby reclaim its own customers; gain better control of its business; and increase its loyalty through improved marketing.

It also wanted to make sure that any new system would integrate with its existing KOBAS EPOS system. This was how The Frying Squad discovered Preoday.

As an existing Preoday partner, KOBAS gave The Frying Squad insight into how Preoday's digital pre-ordering platform could benefit it.



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The app, which is available for download from Google Play and the App Store now, serves the three venues in Bangor, Dundonald and Belfast. Once The Frying Squad brought in digital ordering, it found that its queues in-store shrank dramatically and the shops were able to serve more customers in the same time.

The company also found that integrating with the EPOS system made the implementation pleasingly straightforward.

The Frying Squad uses the data and analytics provided by the platform to improve its marketing by personalising messaging and targeting specific customers with push notifications.

The data enables the company to identify valuable and loyal customers, and create bespoke promotions, making them even more loyal.



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Since launch, The Frying Squad has seen a growth in overall revenue due to bigger basket sizes and an increased number of repeat orders through the app and website ordering.

On average clients have ordered 2.07 times each, bringing average order values to £14.52 and revenue per customer to £30.02, higher than non-digital purchases.

Since the service was introduced, the revenue has come primarily through the mobile app, with 81% of revenue and 80% of orders coming through that channel.



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**Michael Neill, Managing Director,
The Frying Squad said:**

“Since we established The Frying Squad in County Down in 2003, we have been our customers’ first choice for fish and chips in the locations where we operate and having the app has added an extra level of convenience for them.

We have had positive feedback from our customers and working with the Preoday team has been a very good experience.”



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