

Preoday success:

The Shack



The Shack is a popular small Norwegian burger chain with three restaurants.

However, the popularity of the burgers led to long queues and waiting times for takeaway – sometimes up to 60 minutes.

This of course led to low customer satisfaction and missed sales.

Aside from dissatisfied customers, the company was also aware that it did not know who its customers were or their ordering habits.

Get in touch for a
FREE DEMO
preoday.com/contact

Nick Hucker
+44 (0)7789 866162
nick.hucker@preoday.com

preoday



The solution

The Shack selected Preoday's mobile and online ordering system to help improve customer satisfaction and learn more about their behaviour.

The white label app and online ordering system was integrated into The Shack's existing app, providing customers with the opportunity to order ahead and skip the queue, picking up their food when ready.

By using Preoday's analytics, The Shack also has a better understanding of its customers' behaviour and is creating bespoke promotions, marketing and loyalty discounts for them.

The Shack has been using Preoday since 2016 and is looking to expand the chain across the country, using Preoday's ordering technology.

The result

Mobile and online ordering now **account for 30% of The Shack's sales** with **average order value 58% higher via Preoday** than in-restaurant purchases. This is due to the opportunities for cross-selling within the app and also the ease of use.

Critically, the average waiting time between ordering and collecting food for takeaway has been **reduced dramatically from 60 minutes to 20 minutes**, which has helped significantly improve customer satisfaction.

“

We were looking for an ordering platform to embed within our app and EPOS, and Preoday's API was the most flexible, as well as supportive of multi-outlet and multi-lingual businesses – making it the obvious fit for our requirements.

Their dashboard and order screen has been very easy to use, and we are pleased that it is updated with new features regularly, such as the promotions offer, which we are very excited to implement.”

Gunnar Ellingsen,
Co-Owner of The Shack

Key numbers

- Customers were **waiting up to 60 minutes** for food and drink
- With Preoday's solution, **waiting times were cut by 2/3**
- Mobile and online ordering now **account for 30% of The Shack's sales**
- Average order values are **58% higher via Preoday** than in-restaurant purchases