



preoday

Preoday success:

Red Naga

Maher Ali, owner of Red Naga, was determined to build a strong business reliant only on technology he owned or built. While many Indian restaurants in the UK sign deals to market their menus with Just Eat, Red Naga developed its own online ordering solution.

As Red Naga's popularity grew, it discovered its original online ordering portal was temperamental, and the restaurant ran the risk that it would drop offline at the most inconvenient of times.

When Maher and his team began to search for an alternative they found Preoday not only the most professional of the contenders they researched, but also the one that offered the most flexibility with the white labelled mobile app and website integration they were looking for.

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The solution

Red Naga launched its new online and mobile ordering platform for customers in February 2016 and was impressed with the stability of the platform. Downtime was nullified despite an increasing number of customers using the system.

As an added bonus, the data the venue now collected meant it could recognise patterns in customer use. With a strong base of repeat customers, data from the platform has improved day-to-day time management at the restaurant.

When it's clear that digital orders are higher than average, Red Naga will now begin prep earlier than usual in order to cope with later rushes. This eases the strain on the kitchen and ensures customers receive their food on time and to the restaurant's high-quality standards.

The result

The popularity of Red Naga has grown to the point that it has had to minimise its marketing in order to manage the volume of incoming orders. Customers impressed with its food and the customer experience have proved loyal to the venue and **57% that have ordered online have returned frequently (guests have placed an average of 6 digital orders each)** As such, it often reaches its maximum output capacity. Many customers have said that the online and mobile ordering platform is easy to use and exactly what they need.

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As many restaurant owners and managers know, when you first launch a business, a lot of effort is required to bring in the first customers and it would have been so easy to join others and sign-up to Just Eat. We wouldn't do it though; Just Eat charges far too much to small businesses like mine. We wanted our own solution, one that let us keep our profits and which served our customers better. Preoday is exactly what we needed, the platform fits around our brand, it doesn't charge us commission and we believe we've now got a mobile platform better than the one Just Eat would have given us.”

Maher Ali,
Owner, Red Naga

Key numbers

- With Preoday's technology, guests have placed an average of **6 digital orders each**
- **57% of customers** that have ordered online have returned frequently