



preoday

Preoday success:

# The Collective Old Oak

The Common is a restaurant situated in London-based co-living space: The Collective Old Oak. It wanted to harness the power of its community and attract the attention of the **580 members** of the space, many of whom are too busy to sit down in its restaurant for a dedicated, lengthy, lunch break.

With a vision to provide a seamless, streamlined customer experience, The Common wanted guests to have the freedom to use the restaurant in whichever way was most convenient to them.

Aware that the co-working community is digitally savvy, The Common considered it important to stay atop market trends and to provide a solution that would enable a fast turnaround of service.

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## The Solution

The Common knew that many diners would like to pre-order food for collection and some might prefer to remain in the co-working areas and have food delivered to them, while others would want to pre-book food for their visit.

The Common worked with Preoday to design a platform that meets the entire range of its customers' needs. The resulting mobile offering provides in-house delivery, pre-ordering and will soon include a table service option.

With an increasing number of events held at The Common and The Collective, the platform has been integrated with the company's pre-booking ticket system. When customers book a ticket for an event, they can now pre-order food or drink for collection prior to the show or during the interval.

## The result

The Common has welcomed nearly **300 customers** through the app since launch and the app is already providing **5% of its monthly revenue**. With a significant influx of co-workers expected at The Collective in 2017, it is confident these figures will rise further.

Impressed with the results of its new mobile platform, The Common has been considering future developments and is looking at an integration with one of Preoday's partners, Como, to launch a loyalty subscription for its app users.

**“With the help of Preoday, we managed to launch our new mobile and online ordering service quickly and meet the ordering demands that our guests needed and expected from their co-working space.**

**Throughout the setup process, and beyond, we have found Preoday to be supportive of our vision of creating a streamlined, frictionless service offering. We know this will continue in the future as we further develop our offering.”**

**By Hugo Jones,**  
Co-owner/MD, The Common Group

## The Story in numbers

- **580 members** of The Collective Old Oak looking for convenient service
- **1 platform** for in-house delivery, pre-ordering and table service
- **300 customers** have used the app since launch
- The platform already provides **5%** of The Common's monthly revenue