

News

19 November 2007

Scientifically proven: Mobile ordering system clearly increases restaurant turnover

"It is absolutely clear that any business can achieve a significant 8.5% increase in turnover through the intelligent deployment of a mobile ordering system." This is the conclusion reached by Dr. Wolfgang Bachmayer, managing director of OGM, one of Austria's most respected market research institutes, in a study commissioned by the Salzburg based company Orderman, the industry's global market and technology leader.

In August 2007, 179 users of mobile ordering systems, of whom 159 were Orderman clients, as well as 220 non-users, were interviewed by telephone.

The survey revealed that the average consumption per guest is distinctly greater in businesses with mobile ordering systems. Particularly discernable is the rise in the sales of beverages, which increase on average by 7.8%. Service is quicker so tables can be re-laid more often, while food and drink orders can no longer just be "forgotten".

The main reasons for the increase in turnover were given as:

- Savings in time and increased efficiency
- Less work in all aspects of the restaurant business
- Improved service
- Food orders not forgotten
- Cost and staff savings

In addition to the increase in turnover, 40% of users said that they could obtain average savings of 13% across all their outgoings. 89% of users and 75% of non-users saw the savings in time as being the greatest benefit.

In summary: Properly installed, Orderman mobile ordering systems, developed specifically for the restaurant trade, can provide businesses with simpler logistics and meet commercial needs through fewer mistakes, more turnover and higher profits, all with a maximum degree of user-friendliness.

It goes without saying that Orderman mobile ordering systems integrate perfectly with the NovaTouch® cash register system from eccos pro and can be supplied with an optional transponder-reader. This offers the added advantage of cashless transactions directly at the table.

www.orderman.com

www.ogm.at

Directeur
Frank vom Endt

AG Wuppertal
HRB 18561
Stammkapital 100.000 €

Commerzbank AG Velbert
BLZ 334 400 35
Kto. 203 7711

Sparkasse Hilden · Ratingen · Velbert
BLZ 334 500 00
Kto. 34 356 345