



WELLS & CO

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Preoday Managed Houses Case Study

Over a 4 month period, managed houses have seen the following numbers from using preoday.

71,431
customers

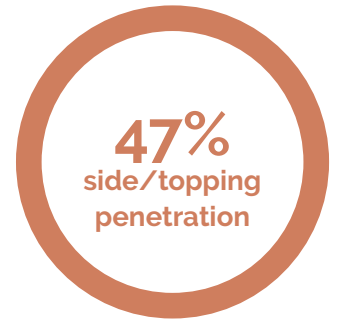
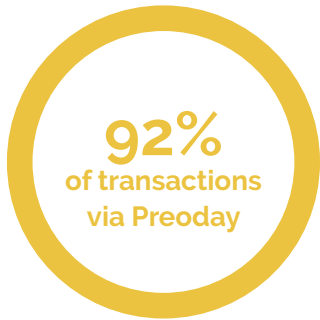
212,907
orders

£2.7
million*
in sales

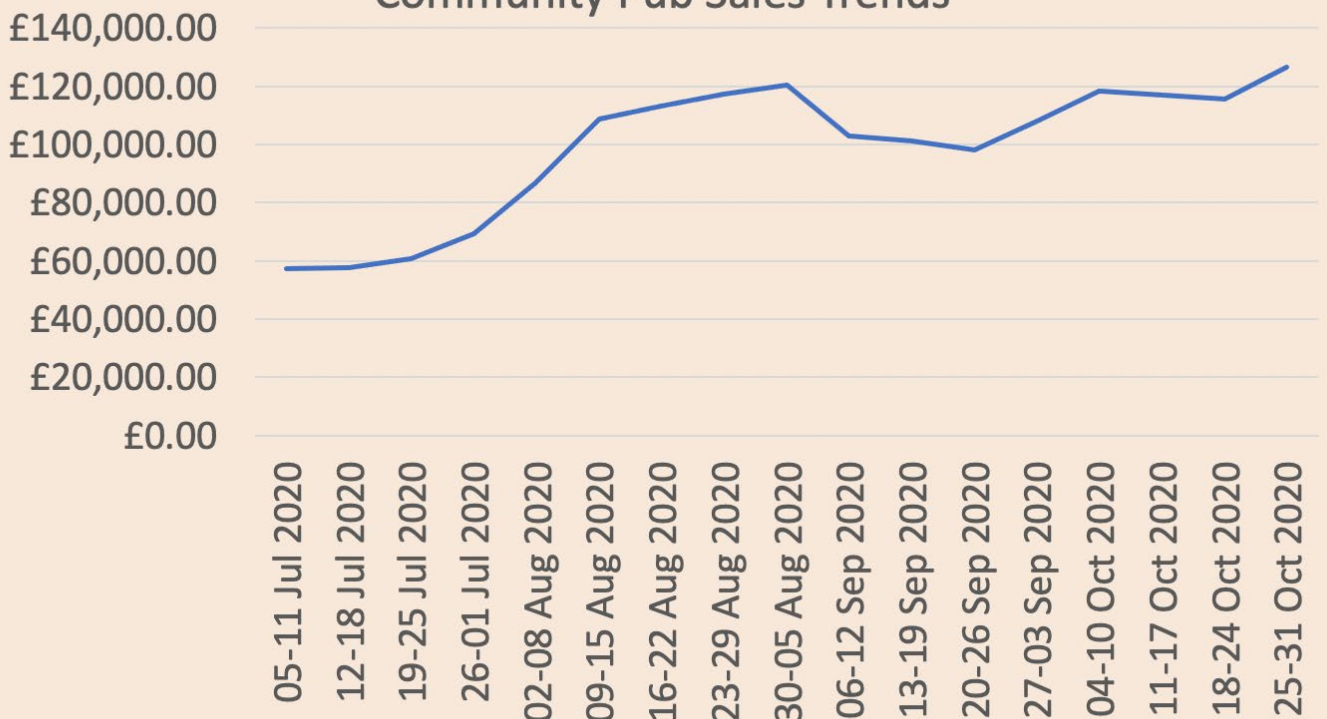
Top 10
guests
spent
£20,000

*sales figures are gross

Figures from Pizza, Pots & Pints: Community Pubs



Community Pub Sales Trends



Continued engagement with Preoday saw sales rise from £57,000 p/w to £126,000 p/w.

Figures from Little Gems: Destination Dining

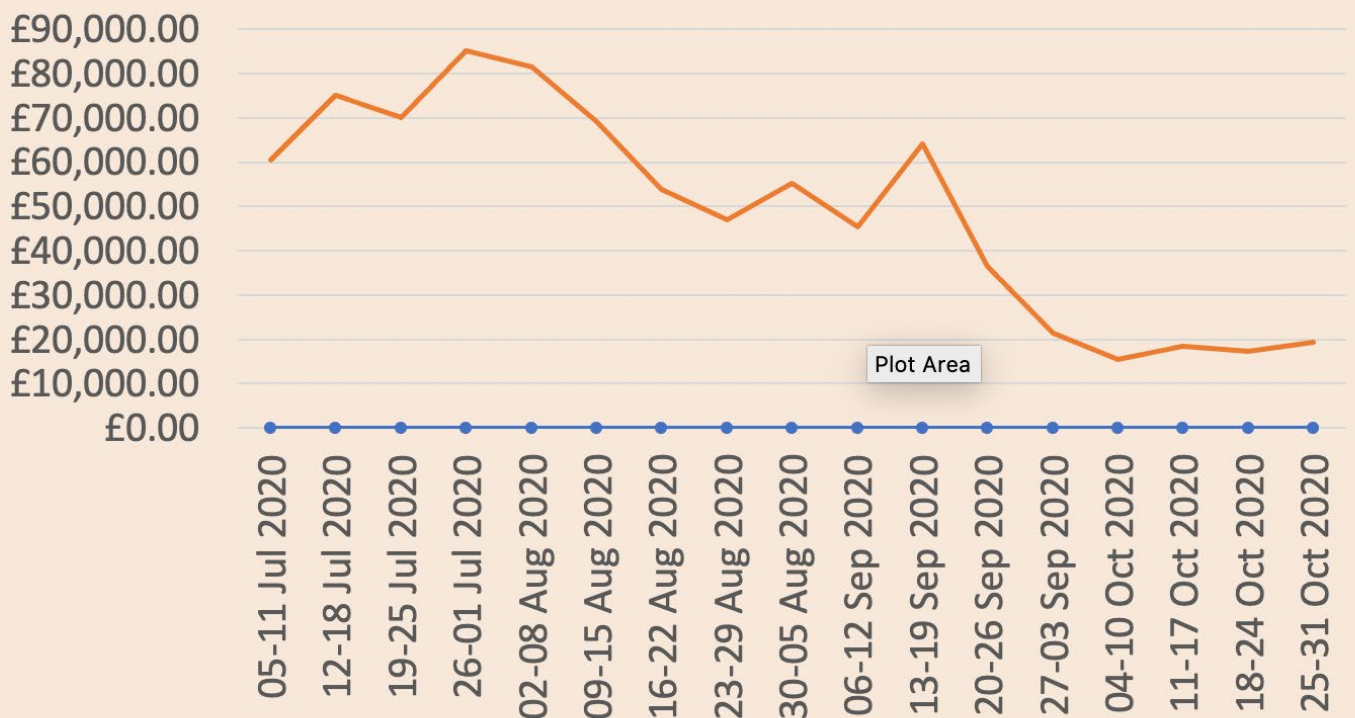
31%
of transactions
via Preoday

**£0.9
million**
of sales taken
via Preoday

7%
labour saving

30%
side
penetration

Destination Dining Sales Trends



Decline relates directly to weather with guests predominately using Preoday for ordering when in the garden.

Guest Engagement

Community Pubs

Total Guests = 43,814

Average Order Value = £13.62

Average Orders Per Guest = 3

Average Revenue Per Guest = £40.75

Use = Predominate Order Method

Destination Dining

Total Guests = 27,617

Average Order Value = £15.87

Average Orders Per Guest = 2

Average Revenue Per Guest = £31.74

Use = Bar & Garden Service

What We've Learnt

Guest Education – sell the system on it's benefits...
“grab a seat, place your order and we'll bring everything over to you!”

Reluctant Guests – why not ask what drink the guest is ordering so you can pour it whilst they are completing their first transaction?

Upselling – the system never forgets to upsell to your guests unlike your team! Better still you can alter the prompts based on time of day/week... you'd be amazed how many Jagers you sell on a Friday night just by adding it as a modifier!

