



# Born in Bray

Ultimate seafront service with multi-venue ordering

Born in Bray operates eight ultra-cool food and drink outlets on Bray's seafront esplanade. The brands include: Box Burger, Platform Pizza, The Harbour Bar, Wing Shop, The Martello Hotel, Smash, Joe's Chicken and Vox Burger.

## The Challenge

Born in Bray understands that every customer is an individual with different tastes. Often families or a group of friends would want to eat from different outlets whilst spending time at the seafront or when ordering for delivery. Born in Bray needed a digital ordering solution that would allow guests to easily order from any brand they wanted for both delivery or collection.

## The Solution

Fans of the Born in Bray's multiple brands can now place orders with each through their individual websites and apps or through the new 'Born in Bray' website. By coordinating collection and

delivery times, customers can now enjoy a pick'n'mix of foods; households with different tastes can enjoy a range of cuisines together at mealtimes. What's more, because QikServe doesn't charge commission on orders placed, customers can be assured that the money they spend is fully supporting local businesses.

The Martello Hotel is doing something a little different by focusing on the dine-in digital experience. Guests can order food and drink straight to their table using their mobile meaning a more streamlined, safer service as it reduces contact between guests and staff.

In addition to its digital ordering service, Born in Bray runs regular



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competitions and reward schemes to thank their customers. For example, giving customers a €5 promo code when you sign up to their newsletter and offering different monthly rewards after opting into their marketing communications.

## COVID-19

Whilst the pandemic forced many dine-in only venues to close, Born and Bray quickly adapted their operations, rolling out online ordering for all its venues as lockdown restrictions tightened. QikOrder for delivery and collection allowed Born in Bray's brands to continue serving customers safely, helping to minimise contact

between staff and guests. It also allowed the venues to maintain a revenue stream during a time when dine-in wasn't possible.

## The Results

Between November 2020 and April 2021, Born in Bray increased its digital ordering revenue by **203%**, monthly orders by **124%** and monthly customers by **194%**.

Nicola Duggan, co-owner of Born in Bray, explains: "We first partnered with QikServe to offer web and mobile ordering from our restaurants a couple of years ago. Since then, the rich data we've collected has shown customers

splitting their loyalty across multiple brands; that fact sparked inspiration. We explained our idea to QikServe and they offered us a solution. Now we can offer greater variety to our customers. Rather than be pigeon-holed into one cuisine, Born in Bray feeds all their cravings simultaneously."

Furthering the ease of use for customers, Born in Bray will shortly release a one stop ordering app with an accompanying, integrated loyalty card. Customers will collect digital stamps every time they spend more than €12.50 through the app; they will be rewarded with €10 off their fifth order.