

Wells & Co

How Wells & Co used learnings from its off-premises digital ordering to also elevate its in-store customer experience

Wells & Co is a well-established group that has been running pubs in the heart of Bedfordshire since 1876. The brand places great emphasis on quality and innovation and its customers are at the heart of everything they do. Wells & Co is expanding across the channel in France and its focus is on delivering experiences you'd recommend to friends.

22%
increase in
digital order
revenues

4.6
average
orders per
customer a
month

Full suite of
order for
delivery,
collection and to
table offered

The Challenge

Wells & Co has been operating leading pub brands in Bedfordshire, Cambridgeshire and the Northamptonshire region in the UK for over 100 years. Despite its historic past, the brand has always been a leader when it comes to digital innovation, determined to continually refresh and improve the customer experience as evolving technology opened new channels for guests. Wells & Co wanted to offer its customers more choice of how to order food and drinks from its wide range

of pub brands. From a technology perspective, the brand needed control over a number of aspects of the digital ordering journey and its setup. For example, it was important to be able to make menu changes easily and launching digital ordering for new stores needed to be fast.

The brand looked at several online ordering solution providers but many didn't have the flexibility they required nor the ability to integrate with Wells & Co's multiple point of sale (POS) providers.



To table ordering has been such a game-changer for us. By letting guests use their mobiles to order straight to their table and pay when ready, our team can spend more time bringing food out, turning tables around, explaining the menu and doing all those other things that make the customer experience a better, more memorable one.

The Solution

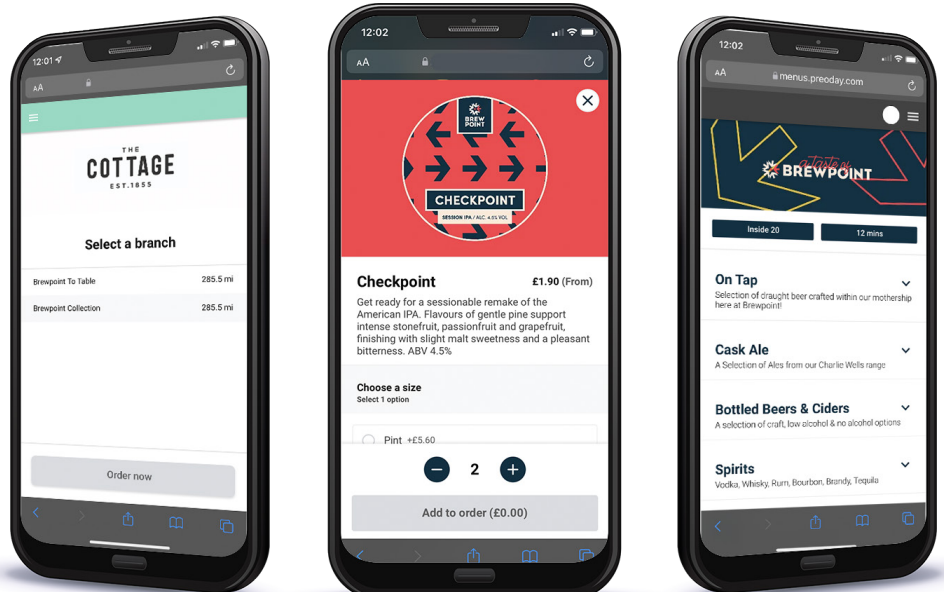
In June 2020, Wells & Co launched QikServe's online ordering for collection and delivery for a number of their brands including their managed, pub partner and sales share sites.

The solution allowed Wells & Co guests to order their food and drink online, from their laptop or mobile for either pick-up at the pub or for delivery at a specific time. Being able to order ahead for collection or delivery proved to be an essential sales channels for the brand during the pandemic.

After restrictions eased towards the end of 2020, the brand wanted

to give their guests greater control and convenience over their dining experience when they came into the pub to dine. Wells & Co used QikServe's on premises solution to enable guests to order food and drink to their table and pay once they were ready to

leave. Customers used their phone to scan a QR code on their table which then took them to a menu complete with images, allergen information and price. They then add what they want to their basket, checkout and pay when they're ready. The order is





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sent straight to the kitchen for preparation and then delivered to the table when ready.

Wells & Co has been extremely innovative with the use of QikServe's technology, building its own middleware service between the digital ordering platform and its POS providers. This has enabled Wells & Co to have more control over menu management using our platform which pulls data from the POS and then updates across all the different brands that Wells & Co own. QikServe facilitates easy menu management through an intuitive dashboard that allows Wells & Co to update and change menu items, images, descriptions as well as throttle orders and

control time slots. The brand can also manage multiple sites from a global dashboard.

The Results

Between June - August 2020 and the same period in 2021, Wells & Co increased its digital ordering revenue by **22%** achieving an average of **4.6** ordering per customer. Since launching in November 2020, Wells & Co France has grown its digital ordering revenues by **416%** as of September 2021, achieving an average of **6.3** orders per customer.

Joe Medrek, Head of IT at Wells & Co explains, "We have multiple brands and multiple POS systems that were an important



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consideration when choosing a digital ordering solutions provider. QikServe's platform flexibility allowed us to use our middleware service to connect up our POS, meaning whenever a customer ordered online, our systems were automatically updated, and no manual reconciliation had to be done at the end of a shift."

He continues, "Flexibility, speed and control were really important factors to us and QikServe was able to tick all of those boxes. With multiple brands and menus to manage, it was important that we had full control and that set-up, deployment and any additional menu changes were completed quickly. QikServe was also able to provide us with operational flexibility in terms of the channels it provides. We were able to switch our emphasis from order ahead for collection and delivery to order to table within our pubs easily, making sure our customers had the control and convenience they have come to expect from our brands.

"To table ordering has been such a game-changer for us. Our staff are fantastic but now, more than ever, they're under a huge amount of pressure during their shift. By letting guests use their mobiles to order straight to their table and pay when ready, our team can spend more time bringing food out, turning tables around, explaining the menu and doing all those other things that make the customer experience a better, more memorable one."

It has been such a game changer in so many ways, from allowing our team to concentrate on fulfilling orders and serving walk-in customers, to speeding up queue times and encouraging loyalty, QikServe has really delivered for us."