



## GIOVANNI'S FISH AND CHIPS AUTOMATES ONLINE ORDERING USING FLIPDISH

*"I've recommended 3 or 4 customers to join Flipdish. Whenever I'm asked who we use, I always point them in Flipdish's direction"-  
Mauro Pacitti, owner.*

Giovanni's is a family-run business based in Edinburgh. It has made its name serving the best fish and chips in town since 1969 and continues to deliver a quality service to its growing customer base. Family has always been at the heart of Giovanni's and they are dedicated to building a business that produces excellent food in a warm, friendly environment.

In 2002, Giovanni handed over the reins to sons Lorenzo and Mauro who have since expanded the menu to include a wide array of food including pizza, pasta and kebab. Speaking to Mauro about his experience in the takeaway industry we unearth the key to online success for Giovanni's Fish & Chips...

*"I wanted my own app. It's the way things are going."*

*"The app is just there on your phone and you can order in a couple of clicks including payment, it's great!"*

These days it is expected that a takeaway restaurant can be found online. If they don't have a website, potential customers will look elsewhere. Giovanni's originally had a basic system in place for online orders but received most orders the old-fashioned way; over the phone. Mauro recognised that the industry was changing and younger people, in particular, were seeking more and more convenience by ordering things quickly on their mobile phones.

Giovanni's joined food portals at the height of their popularity to gain new customers but soon found that the aggregator model was seriously flawed.

Food portal listings are competitive and takeaways can be filtered out easily by the highest bidders, those with cheaper delivery charges or greater discount amounts. It's a cut-throat industry and even when a takeaway does receive orders, it's barely worth it as they have to pay high commission fees on every order.

*"Our customers have had positive feedback and sales are getting better and better every week".*

*"The apps really easy to use, we've got quite a lot of regular customers now who use the app at least once or twice a week".*

Flipdish creates white label online ordering websites designed for mobile and SEO, along with personalised Apps for both Android and iOS which allow restaurants to accept online orders directly from their customers.

This type of technology is invaluable for independent restaurants and chains. Where larger food chains have the resources to build their own software to generate orders, small and medium businesses struggle. Flipdish aims to make the online ordering technology accessible to all-sized businesses by keeping their sign-up fee as low as possible and cutting transaction fees nearly in half

*"We tell all our customers all the time to use the Flipdish App as opposed to, for example, Just-Eat, as they charge quite high commission rates and getting customers to order through Flipdish is better for all of us".*

The best part about having a customised online ordering platform is that restaurant owners are completely in control of their brand presence.

Flipdish helps restaurants increase their total orders and improve customer retention through automated push notifications, discounts and loyalty campaigns.

Restaurants working with Flipdish have a much more direct relationship with their customers and have the ability to store their data for future transactions, e.g. save card details or favourite orders. The Flipdish ordering system removed unnecessary steps such as creating passwords and inputting email addresses; a phone number is all that is needed to place an order.

The entire Flipdish team is dedicated to keeping the system running in perfect condition at all times. They are available around the clock to help with the likes of menu updates, refunds and general queries regarding the system.

*"Even when things are updated and get a bit muddled, Flipdish sorts things out quickly and efficiently."*

**MAURO CAME ACROSS FLIPDISH WHILE SEEKING AN ALTERNATIVE TO FOOD PORTAL LISTINGS.**

**"FOOD PORTALS ARE EXPENSIVE, THEY CHARGE 13/14% PER SALE. MY BILL COMES TO OVER £1000 A WEEK."**

# COMPANY STATISTICS

Giovanni's is only one of the thousands of restaurants that use the Flipdish online ordering system. Giovanni's began using Flipdish in May 2018 and have been thriving ever since.

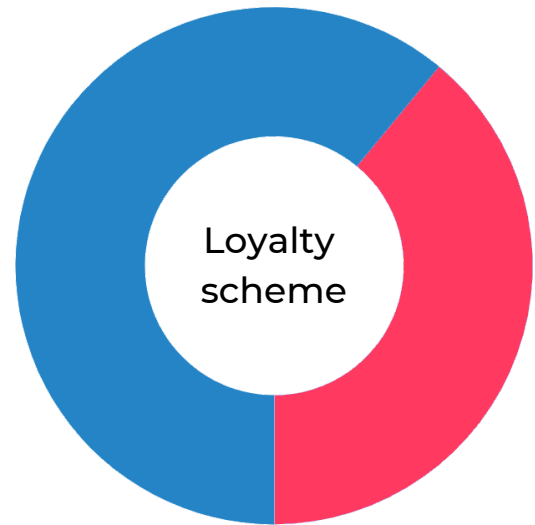
Giovanni's uses the Flipdish loyalty scheme to reward their regular customers: For every 10 orders made you will receive a discount that is automatically applied to your next order. Valid for 10 days.

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## 43%

INCREASE IN AVERAGE WEEKLY SALES VALUE

From May 2018 until June 2019



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## 35%

SAVED ON FEES COMPARED TO 3RD PARTY FOOD PORTALS

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## 61%

CUSTOMERS USED THEIR DISCOUNT VOUCHER TO RE-ORDER