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Food ordering and delivery app development for a leading fast-food restaurant in the U.S.



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Services offered: Development of a feature-rich food ordering and delivery app to expand the digital presence.

Industry: Restaurant

BACKGROUND

The client, based out of the U.S. holds the biggest fast-food restaurant chain. The client was receiving most of their orders through aggregator apps, which led to immensely increased costs for the business. The business also started to receive negative reviews from users due to its poor-performing platform.

So, the client approached us to build a full-fledged mobile app for users to order food with smooth performance and a delivery partner app for kick-starting seamless order delivery.

SOLUTION IMPLEMENTED

- Our team had frequent discussions with the client to understand their requirements and came up with a unique strategy to arrive at robust and futuristic apps that could smoothly integrate with the lifestyle of users, enhancing their experience and giving the client a competitive edge.
- The food ordering app, web portal for admins, and a delivery partner app were built within a short period of 6 months with several interesting aspects like a high level of personalization, multiple payment gateways, delivery options, exact location of users for delivering, and so on.
- Added advanced analytics to view the performance of the app. The tracking of performance made it easy to take steps for future enhancements.

OUTCOMES

 **50%** Increase in repeat purchases

 **25%** Increase in conversion rate

 **2x** Revenue upliftment

The client was happy with the performance of the food ordering and delivery apps as these grabbed the attention of a lot of users globally within a short time with unrivaled performance and eye-catching features. Delivery partners were able to work seamlessly with the app built. The users were completely satisfied with the app which made them more likely to come back to the app frequently for their food purchase needs.

Technology Used

