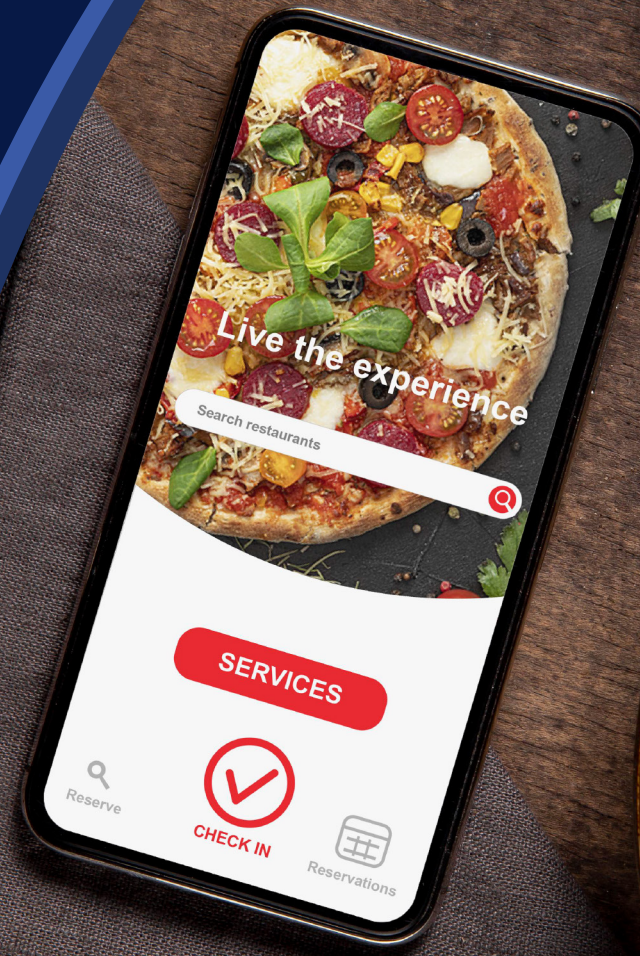




CASE STUDY

Food delivery app made restaurants affordable with a direct payment option





The client

An Australian startup with an intention to revolutionize the food delivery technology industry. Our enthusiastic client believes in disruptive technologies leading to innovation. Having offices in Australia and India, it is one of the rapidly growing companies that is constantly focusing on automation.



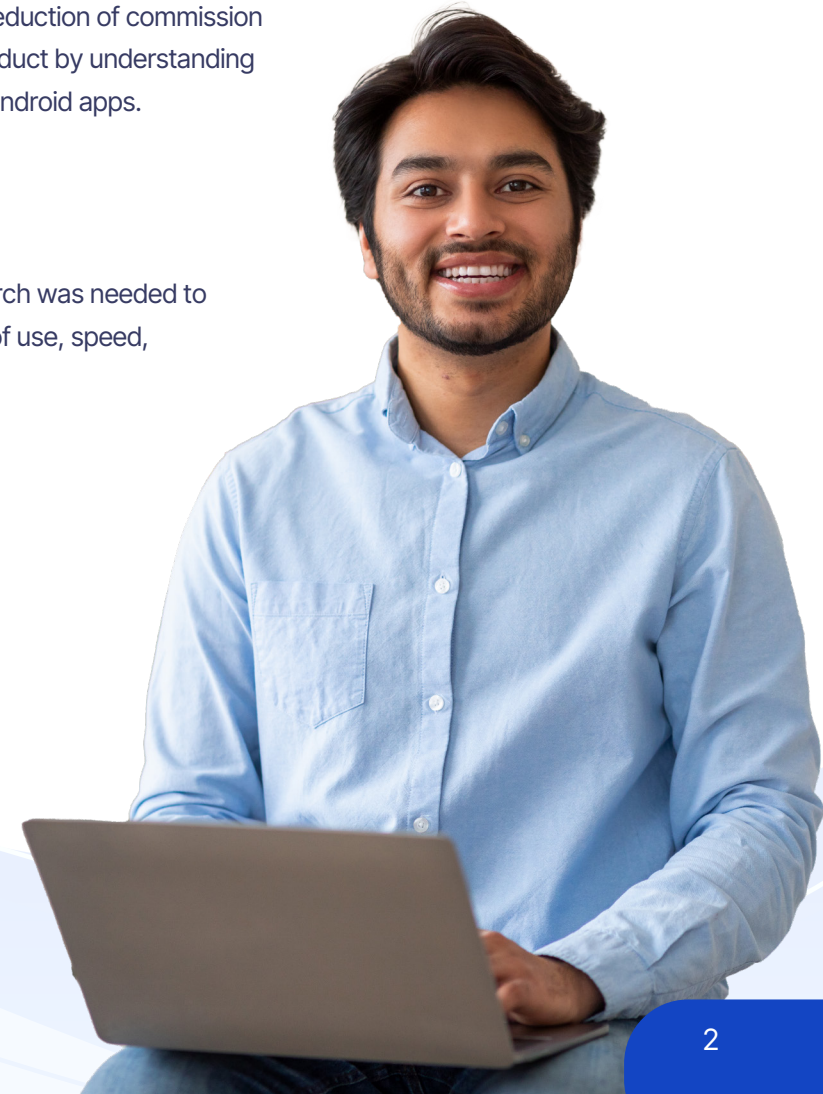
Business situation

As a young and vibrant startup, our client had a business idea to solve the restaurant's problem of deduction of commission at every transaction. Client was looking for a technology partner who could assure an innovative product by understanding the pain areas of restaurants and deliver solutions through an online web portal along with iOS and Android apps.



The challenges

From concept to completion of an idea and implementing the same with innovation. A primary research was needed to understand the demands of such a solution. End-to-end development of the solution keeping ease of use, speed, localization, and scalability in mind.





The solution

Briskon studied the market and developed a robust, scalable portal along with iOS and Android apps. The solution is based on subscription for restaurants with great marketing options. A restaurant can choose a subscription and needed to pay only this fee irrespective of sales volume. While onboarding, restaurants will have to provide KYC documents for direct transfer of payment against food delivery orders. Apart from the general registered users of the apps, chefs can also use the solution along with owners of the restaurant for faster action. Order tracking is the heart of the solution. Restaurants can offer promotions themselves by offering attractive discounts. The entire system can also be whitelisted and implemented for a single restaurant as well.



The key features of the portal, iOS and Android apps are

- Seamless communication
- Order tracking
- Group ordering
- Redeem points for cash discounts
- Fast and easy navigation
- Display of promotion at a place
- GPS based search
- Online menu for restaurants
- Search and pay incomplete order
- Separate and dedicated app for restaurant managers
- Comprehensive grievance handling
- Loyalty and reward points
- Single click checkout
- Social media integration
- Dish of the day selection
- Restaurant control panel for order tracking



The benefits

A new business is born

**Exceptional experience
for businesses and end
customers**

**Affordable - No revenue
share - just a
subscription**

**Independent reward
program**

**Restaurants can now
have their own menu
online on this platform**

**Direct communication
to the kitchen's chef**

**Sleek food delivery
system and app in the
market**

**Individual marketing
campaigns for
restaurants**

Cloud printing

Social media integration

Are you looking for a customized management software that will help you with sales and customer retention?

Contact us now to explore all the features of our software development services.

Contact us



About Briskon

Founded in 2005, Briskon is a full-service digital marketing and custom software development company that operates from Bangalore, India.

Briskon is a highly process-driven organization with extensive experience providing excellence in the digital world. The young and vibrant team at Briskon consists of highly skilled, forward-thinking managers, analysts, programmers, marketers, designers, developers, and QA personnel who have been working together to deliver world-class quality products and solutions. Our unerring commitment to quality and continuous learning to stay abreast of the latest technologies enable us to consistently deliver customer delight.

Our approach extends our innovative technological capabilities to serve clients across all domains. Briskon's solutions expand to cover the entire spectrum of IT, software products, digital transformation, digital marketing, and professional services.

Contact us today for all your software development and digital marketing needs.

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