

Press release  
Restaurant Sector

**micros**<sup>®</sup>

# wagamama

The first restaurant to offer  
a fully integrated  
take-away service via an App

wagamama and MICROS have teamed up with Apple to deliver an improved customer experience with their fully integrated, online take-away service

'We are delighted to be able to have been a part of an industry first in making the ordering process of take-away food even easier, faster and much, much more convenient'

**Tim Brown, Vice President, MICROS Strategic Accounts**

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## Restaurant Sector



The world famous Pan-Asian noodle restaurant chain has launched an end-to-end, fully integrated online ordering facility for take-away meals. Customers can now place and pay for an order that they collect at an agreed time.

The ordering process is sped up significantly by cutting out interaction with a member of staff over the telephone and moving it online via a truly original iPhone App.

'At wagamama we have always embraced the newest technology, so we're proud to be first-to-market in the restaurant sector with our new iPhone App. Bringing the wagamama experience to the iPhone offers more flexible ordering than ever before, coupled with the speed and quality of service that our customers know and love.'

wagamama CEO, Steve Hill

The system remembers the customer by creating a unique account which stores previous orders. This in turn makes repeat orders that much easier, and far more user friendly. wagamama sees speed of service as key to its core values and has always embraced technology. So offering a fully integrated online ordering service, focused on improving overall service, made a lot of sense. As it develops, more benefits will become apparent, such as order tracking and links with kitchen systems, for example.

It's a unique way of managing the experience and expectations of the customer:

This system has been pioneered by MICROS Systems Inc, leaders in developing IT applications for the hospitality and retail industry worldwide.

'Excellent application, easy to use and very quick. Great to see I can get my noodles on the go.'

App Store Customer Comment

- ◆ Connected directly to the MICROS POS via myCentral Dynamic updates
- ◆ Ordering on the move, anywhere and anytime
- ◆ First fully integrated iPhone restaurant ordering App in the UK
  - ◆ Locate your local wagamama and pre-order
    - ◆ Payment online
    - ◆ Drives sales and customer spend
    - ◆ Improves in-store operational efficiencies
- ◆ 6% higher than average national ordering spend