FLYX

Elevate Loyalty, Power Orders

2024 CUSTOMER TESTIMONIAL

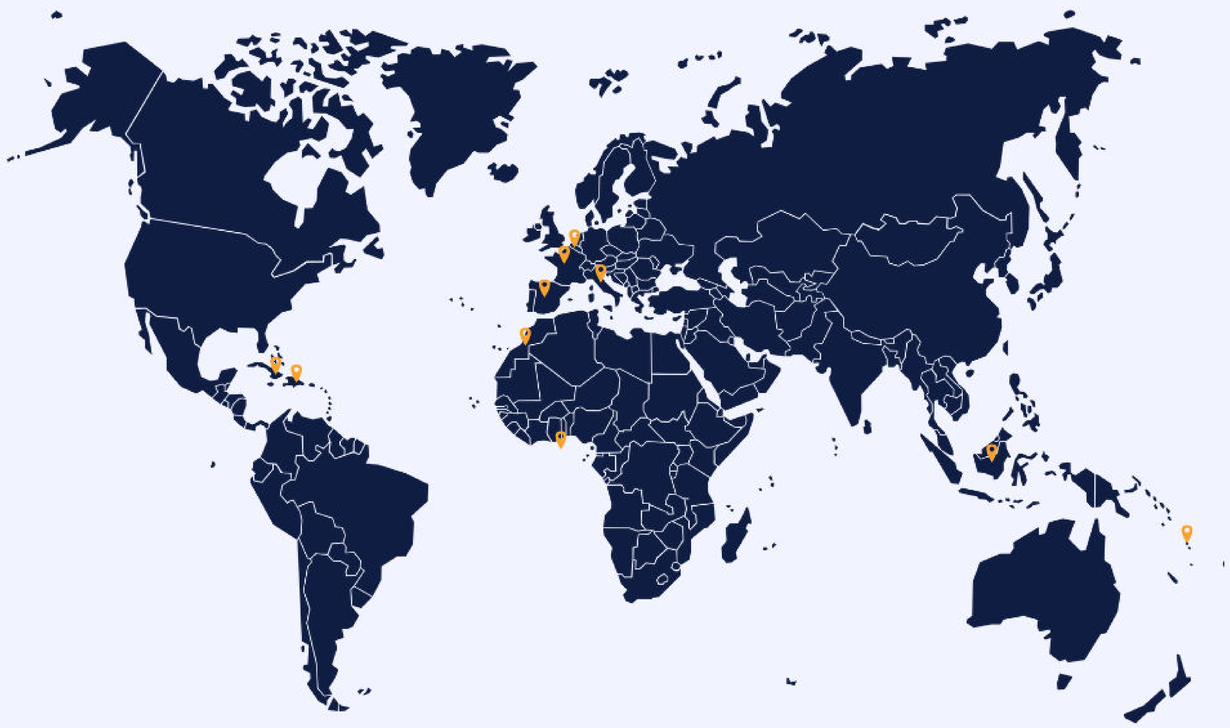
O'tacos

A Digital Transformation,
Without Limits

Explore the digital transformation of O'Tacos

Introduction to O'Tacos

O'Tacos is the undisputed leader in the French Tacos segment. Founded in France, O'Tacos has rapidly gained popularity with its giant tacos filled with a variety of quality ingredients and generous portions. The chain boasts over 350 restaurants in 6 countries across 4 different continents. It has experienced spectacular growth since its inception in Bordeaux in 2010.





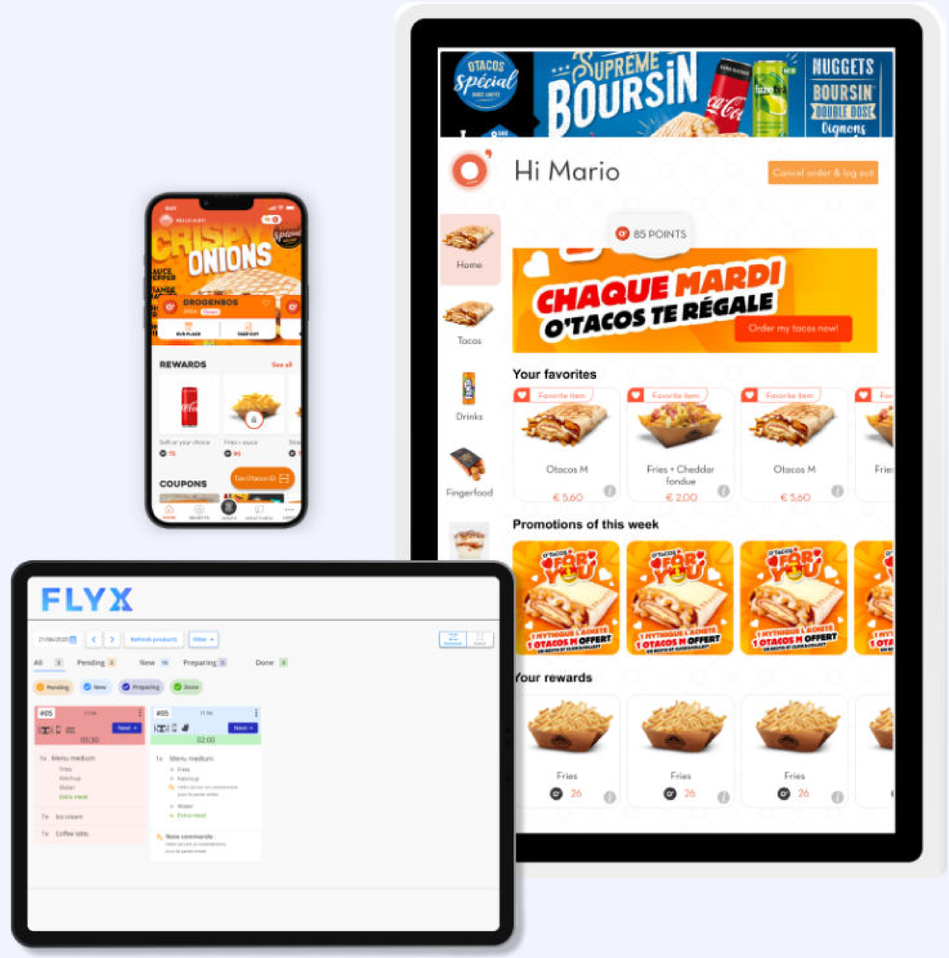
The Success of O'Tacos - Decoding the Key Factors of Success

It stands out with a unique positioning in terms of quantity/price, very generous, reflecting its image. Anchored in the values of generosity and sharing.

A pioneer on social media, O'Tacos has successfully built a dynamic, inspiring, and predominantly young community. The team, consisting of 80 collaborators sharing a dynamic, creative, and demanding mindset, has contributed to the controlled and rapid development of the brand.

A central and shared pillar at O'Tacos is the commitment to maintain constant contact with the consumer and to continually innovate (products/branding/customer experience), across all levels of the company.

> Our agility and the expansion of our digital sales channels have propelled our growth." - Arthur Schipper, Head of Project Department at O'Tacos



70%
Share of revenue generated in 2023 through digital ordering channels

+ 105%
Increase in loyalty program membership in 1 year

+ 35%
Increase in average basket sizes



Thank you to Arthur Schipper for his testimony. Arthur has been working at O'Tacos for over 5 years. Initially serving as the head of the management control department, he made a career pivot by taking over the reins of the project department. After restructuring the responsibilities of each department to create true internal specialists, he focused on the digitalization projects of the sales channels.

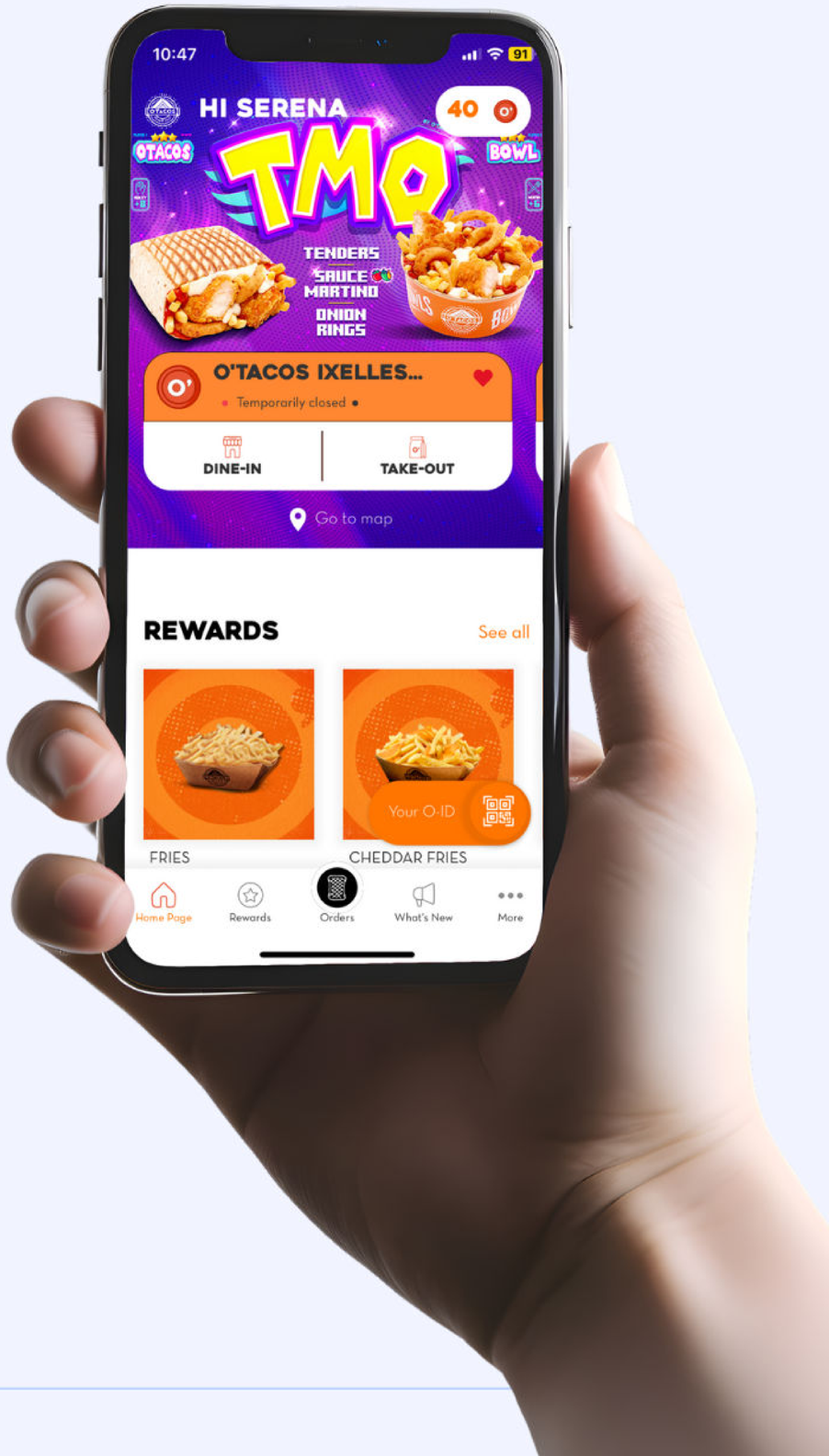
Context/Challenges

In 2020, faced with the Covid-19 crisis, the idea of "digitalized" selling accelerated as it was a secure, fast, and attractive way for their customers to (re)discover their menu. Before partnering with FLYX, O'Tacos had no digital ordering channels. The team responded quickly, seeing digitalization as the engine for its future development. Despite having a mobile app with very limited functionality, the group was looking for a robust and reliable partner to assist in their digital transformation. They chose FLYX for three major reasons.

Firstly, O'Tacos wanted to collaborate with a provider offering customized solutions, a close and responsive team, capable of undertaking large-scale projects within tight deadlines. More importantly, they sought a team able to develop a comprehensive range of digital sales channels, all synchronized via middleware connected to their Point of Sale (POS) systems.
Secondly, the open SaaS platform and FLYX's API were perfectly suited to O'Tacos' technological ecosystem, facilitating smooth integration with other providers.

Thirdly, FLYX's collaboration with other brands in the QSRP group (Burger King and Quick), of which O'Tacos is a part, offered synergies favorable for rapid transformation

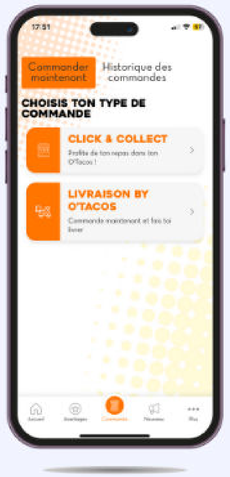
> *"We were looking for a scalable system, capable of meeting the needs of a large group like ours." - Anna Rebosura, Business Analyst at O'Tacos.*



The main results with FLYX



1 Click&Collect

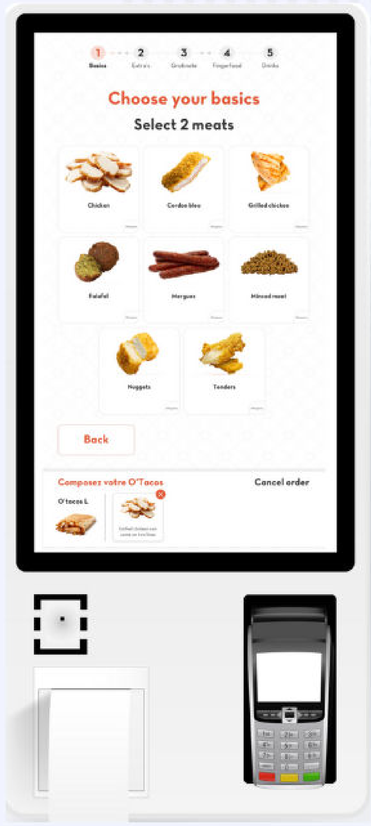


The implementation of Click & Collect proved to be a powerful growth lever for the brand, leading to a significant increase in the average basket size. Furthermore, this solution provided notable convenience for customers during ordering, while significantly reducing queues. Finally, this digital sales channel allowed O'Tacos restaurants to remarkably optimize their operational efficiency.

"The implementation of ordering kiosks has been a growth lever on two fronts: increasing the average basket size and subscription to our loyalty program" - Arthur Schipper, Project Manager at O'Tacos.

+ 26%
Increase in Average Basket Value via Click & Collect

2 Ordering Kiosks



The introduction of interactive kiosks marked a real revolution for O'Tacos, both in terms of improving the ordering experience for customers and in optimizing operations and increasing average basket sizes. Indeed, customers are more inclined to add extras via a kiosk than at the cashier, thanks to the virtual guidance features offered by these kiosks.

+ 15%
Increase in the Average Value of Orders through Kiosks

51%
Percentage of Orders through Kiosks

3 Product Configurator

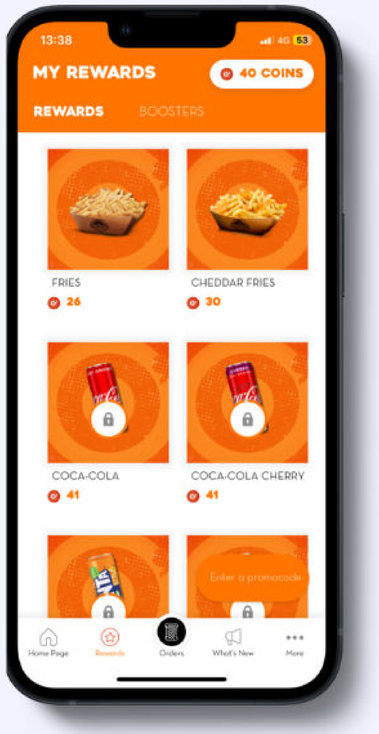
The FLYX product configurator allows for easy management of complex needs in menu configuration compared to the majority of configurators in POS systems. Given the complexity of O'tacos' menus, the FLYX product configurator is the ideal solution

· The FLYX product configurator enables complete configuration of items and menus.

· Adaptation of the offer according to the sales channel to facilitate cross-selling and upselling



4 Omnichannel loyalty program



FLYX designed a tailor-made loyalty program for O'Tacos, leveraging our innovative '**Gamification**' module. This system incorporates a playful aspect, **turning loyalty into an engaging experience**. Customers accumulate points to unlock increasingly attractive rewards. This approach fosters deep customer engagement and strengthens the relationship between O'Tacos and its clientele

The major strength of this loyalty program lies in its **omnichannel approach**. Customers enjoy its benefits across all the brand's platforms, including interactive kiosks, the mobile app, the web app, as well as in-store, ensuring a seamless and integrated experience at every interaction.

+ 28%
Increase in the Average Basket Value of a Loyal Customer Over 2 Years