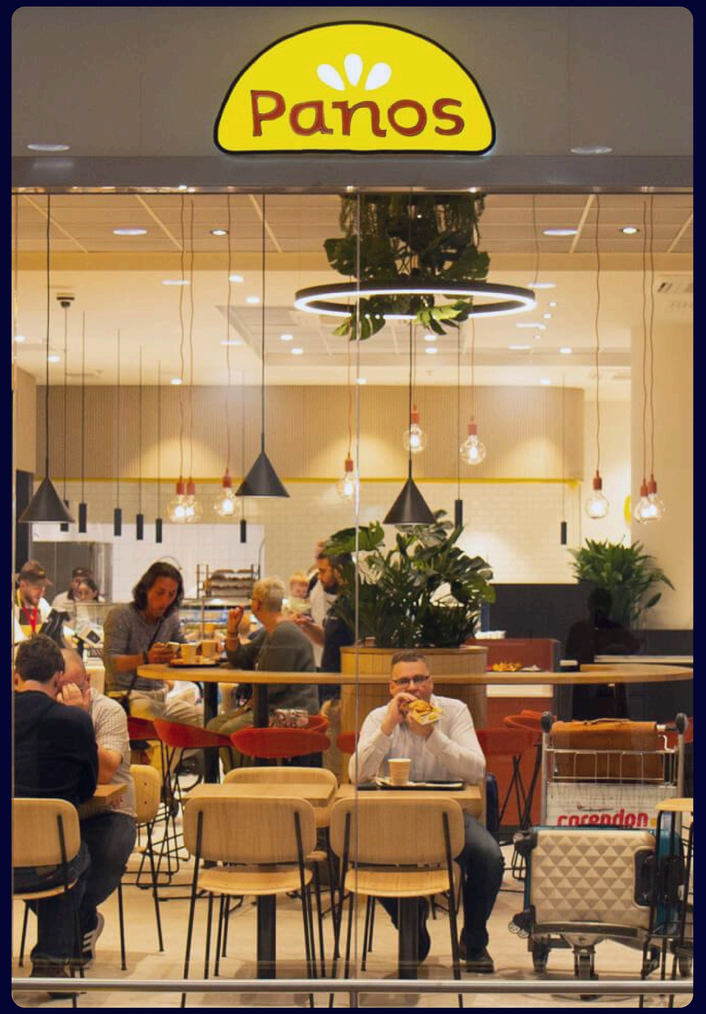
FLYX

How Panos Became a Digital Powerhouse

A 7-Year Journey with FLYX



Introduction of Panos Brand

A belgian succes story

Panos is a leading Belgian brand created in 1982 specializing in fresh and convenient quick-service food, with over **270 locations** across Belgium. Known for its delicious sandwiches, pastries, and beverages, Panos serves customers in high-traffic areas such as **train stations**, shopping centers, and **Q8 forecourt shops**.



Mattias Boterdaele
Transformation and
e-commerce Director at Panos

We'd like to thank **Matthias** for his time and the valuable insights he shared during our interview to create this testimonial.

Matthias has been at the forefront of driving the brand's innovation by integrating digital solutions that enhance customer experiences and optimize operations. His expertise and leadership have been key to positioning Panos as a digitally-forward quick-service brand and a true benchmark for innovation in the food retail industry.



Challenges Faced Before FLYX

“The weight of managing disconnected systems was like carrying a heavy backpack—it slowed us down and held us back from pushing digital innovation further."

Mattias, digital transformation manager Panos

Fragmented Loyalty Experience

Moving from physical to digital loyalty systems was essential to meet customer expectations.

Operational Inefficiencies

Managing multiple delivery platforms without a unified system created complexity, particularly as Panos expanded into new markets with partners like Uber Eats, Deliveroo and Baker Online.

POS Constraints

Legacy POS systems restricted the ability to scale digital solutions. Lightspeed POS itself also had limitations that required custom layers, developed by FLYX, to enable advanced functionality.

FLYX solutions adopted by Panos

01 Mobile App

A high-quality mobile app that allows customers to access their loyalty programs and promotions. The app also features an integrated store locator.

02 Loyalty Program

Transitioned from physical cards to a points-based loyalty program integrated with the Panos mobile app.

03 Home Delivery Aggregator

This module enabled Panos to efficiently manage orders from multiple third-party delivery partners.

04 Order Management System

Built with API-based flexibility, the FLYX OMS enabled Panos to deploy and configure new digital channels with ease, creating an omnichannel loyalty experience.

FLYX solutions adopted by Panos

05 Custom POS layer →

FLYX developed tailored solutions within Lightspeed POS to overcome its limitations, ensuring operational scalability and smoother workflows.

06 Kitchen Display System →

Focused on delivery orders, the KDS improved operational efficiency by centralizing order preparation and tracking.

"Having a partner like FLYX, who could adapt to our needs and co-invest in technology like the Lightspeed connector, was essential for overcoming these challenges."

Matthias, digital transformation manager Panos

Key Results Achieved

The collaboration between Panos and FLYX has delivered transformative results:

Enhanced Customer Engagement

A substantial increase in loyalty program members, driven by effective campaigns and an intuitive mobile app experience.

Streamlined Delivery Operations

Integration of multiple delivery platforms reduced operational complexity and ensured consistent customer experiences.

Revenue Growth

The expansion of digital sales channels has led to a significant boost in revenue. Additionally, loyalty program members contribute substantially, with an average basket size more than twice that of a regular customer.

Scalability

FLYX OMS empowered Panos to seamlessly launch new digital sales channels, boosting order volumes while minimizing risk.



Key Figures

The Value of Home Delivery

+134%

Home delivery orders have an average basket value more than double that of regular orders.

The Power of Loyalty

+28%

Loyalty members spend 28% more on average per basket than regular customers.

FLYX supports Panos on 3 pillars

Customer Engagement

FLYX empowers Panos to enhance customer engagement through a mobile app designed by FLYX, seamlessly integrated with our advanced promotion and loyalty engine.

Digital Ordering channels

With the FLYX Order Management System, Panos has successfully implemented home delivery and gained the flexibility to seamlessly introduce new ordering channels, such as C&C and kiosks.

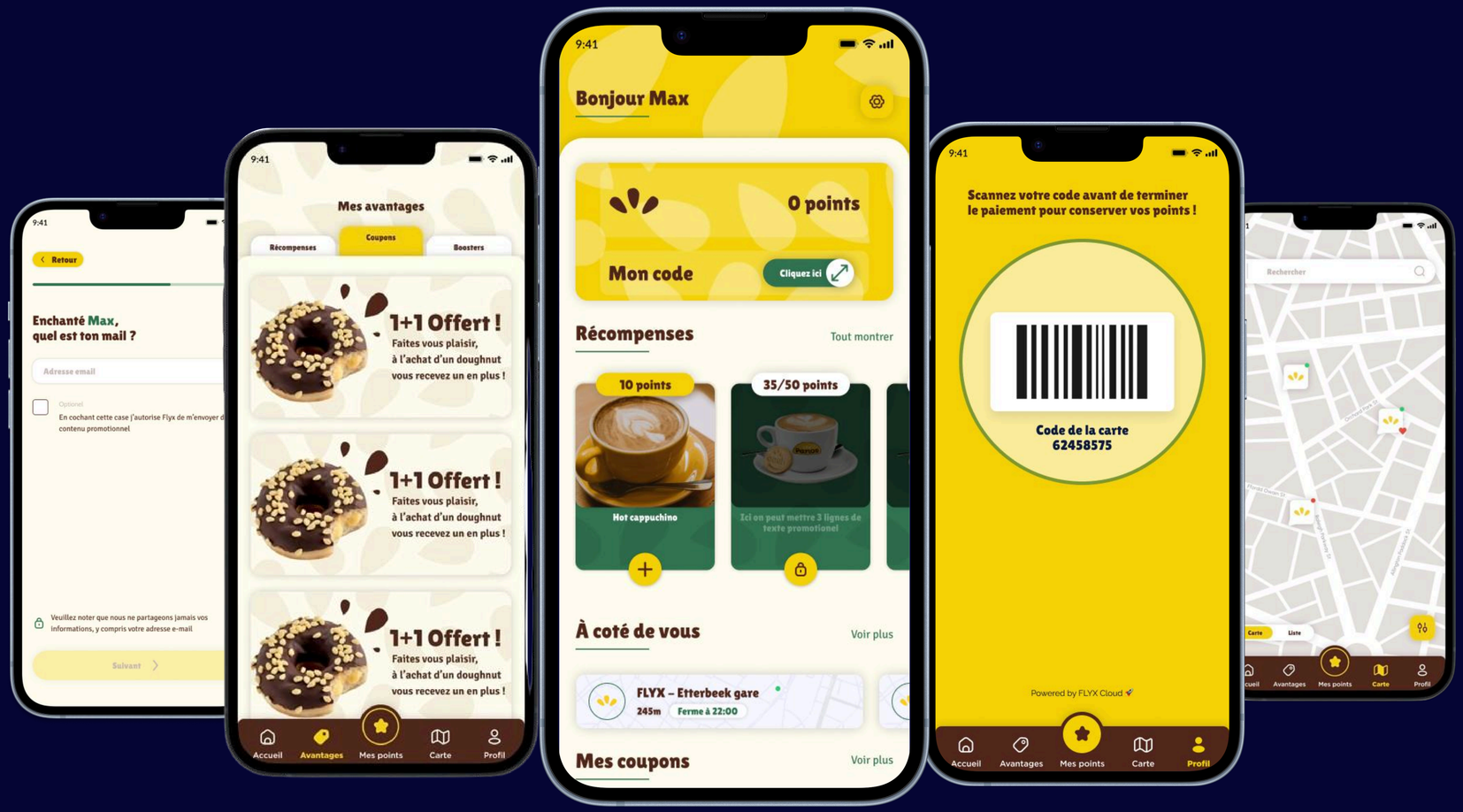
Improve Operations

Thanks to the implementation of the FLYX Order Management System, Panos has significantly enhanced the preparation of their delivery orders with the support of our efficient kitchen display system.

Customer Engagement

Panos Loyalty app

A Cutting-Edge Mobile App Built to Drive Genuine Engagement with Panos Customers



Features that FLYX has pushed to the Panos Loyalty App

- Loyalty
- Rewards
- Store Locator
- Points Based System
- Coupons
- Boosters
- Advanced profile
- Student Deal

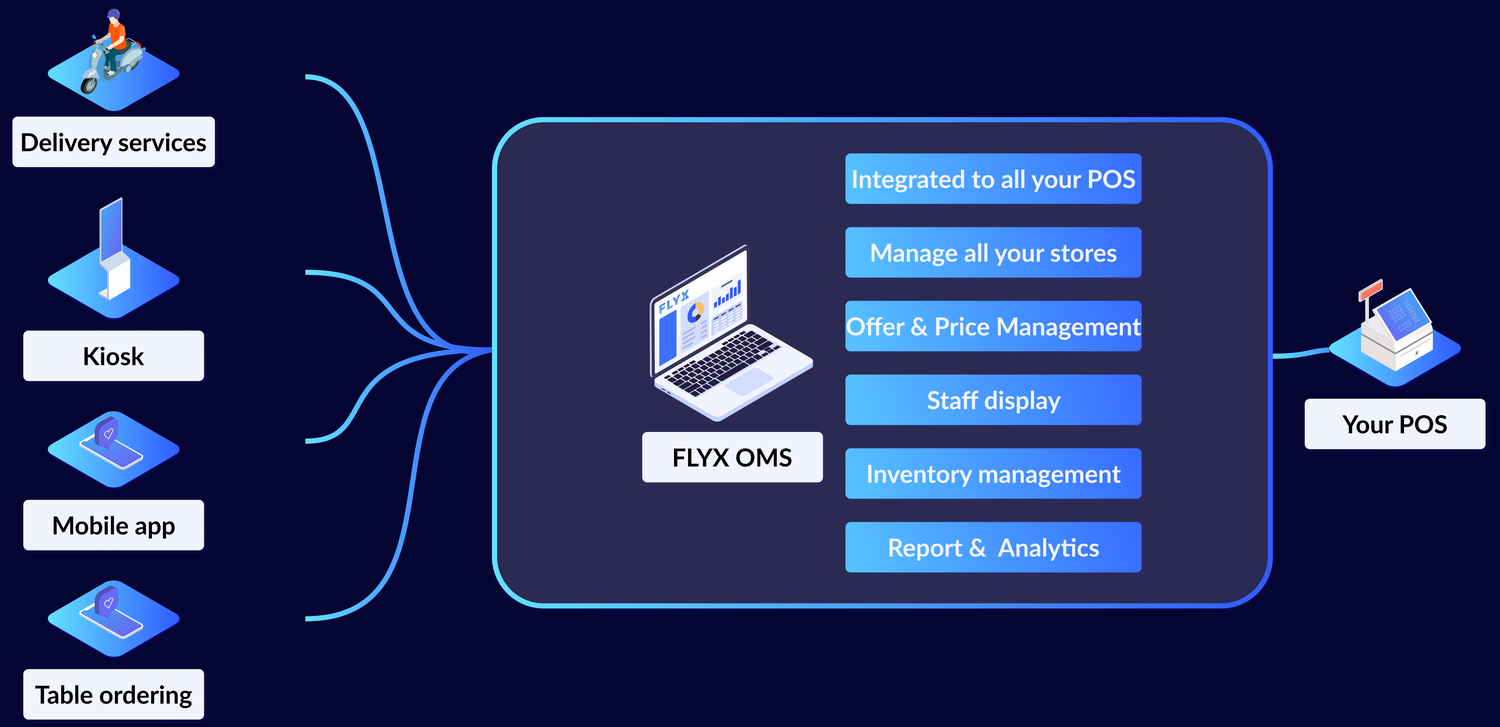
Digital Ordering Channels

The IT Foundation You Need : FLYX Order Management System

FLYX OMS is a powerful middleware integrated seamlessly with your POS system, providing the robust foundation needed to implement new digital ordering channels one at a time while effortlessly scaling your order volume.

To seamlessly integrate orders from multiple channels, including cashier, click & delivery and future digital options like self-ordering kiosks, we implemented our robust middleware: FLYX OMS into the Panos IT ecosystem.

This powerful solution acts as a central hub, efficiently managing all orders while ensuring smooth connectivity and precise integration with their LightSpeed POS system.



Home delivery aggregator

Panos can effortlessly manage multiple third-party delivery partners using the FLYX Home Delivery Aggregator.

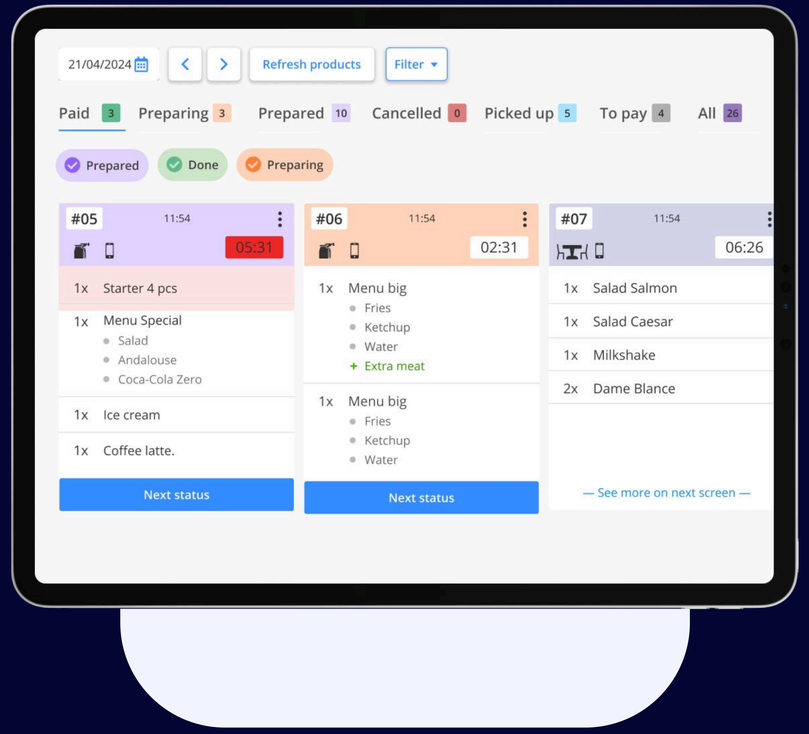


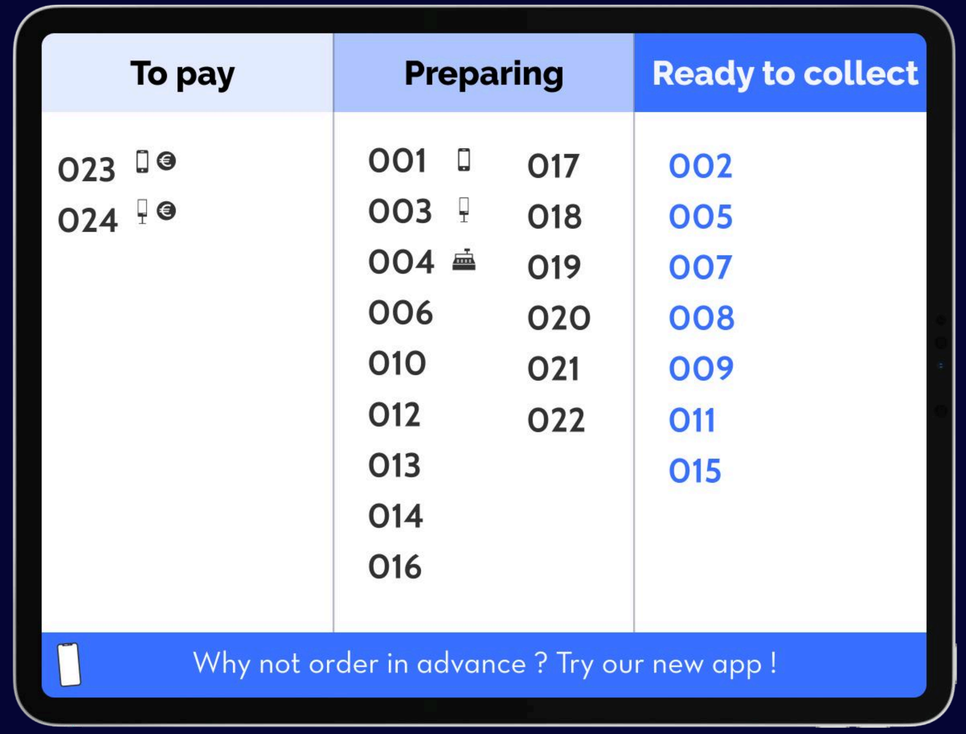
Improve Operations

Kitchen Display System : the best ally of your kitchens

What is a kitchen display system ?

A Kitchen Display System (KDS) is a digital solution that centralizes and organizes orders from multiple channels, such as kiosks, online platforms, and POS systems, onto a single screen. It allows kitchen staff to view, track, and prioritize orders in real time, ensuring accuracy and reducing preparation times.





A Collaborative Approach

The partnership between Panos and FLYX is built on trust, innovation, and a shared commitment to success.

As one of FLYX's earliest clients, Panos has been a collaborative partner for more than 7 years, even co-investing in the development of the Lightspeed connector.

This adaptability and co-creation approach allowed Panos to overcome challenges and outperform FLYX' competitors in terms of agility and customization.

