

REVERE PUB COMPANY DELIVERS A 7% INCREASE IN LIKE-FOR-LIKE DESSERT SALES

Yapster worked with Revere Pub Company (part of Marston's PLC) to develop a new sales gamification module and maximise spend.

Using Yapster's KPI Gamification feature, Revere was able to significantly accelerate dessert sales by running site vs site sales games within Yapster.



THE CHALLENGE

Many retail and hospitality managers find it hard to get more money flowing through the till.

Because staff can't really drive footfall, the only way to influence sales is by converting more browsers into buyers - and 'upselling' existing buyers. For staff not on commission, there's little incentive to actively promote sales.



THE SOLUTION

Revere realised they could unlock additional value increasing their upsell rate on desserts, if Yapster could find a way to inspire colleagues to move that metric.

Using their EPOS data, we ran live site vs site 'matches' between pairs of sites within Yapster with dessert attachment rates forming the 'scoreboard' for each match. Because the matches were created as group chats within Yapster, the teams could engage in competitive communication across sites - which was great fun and turned out to be highly motivating!

HOW DOES IT WORK?



Select an item to gamify



Connect your EPOS to Yapster



Run sales games



Increase sales

THE RESULTS



Competing pubs achieved an 87% increase in the percentage of desserts to mains sold compared to the previous month.



Compared to previous year dessert sales figures for the same period, competing sites grew dessert sales by 8%. Non-competing 'control' sites achieved a 1% increase.



Allowing for the control group, like-for-like dessert sales increased by 7%, equating to an additional £236 per site per week in revenue.

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