

wagamama

Case Study



Increase in sales for award winning wagamama take-out

wagamama take-out's challenge was to create an overall better customer experience online to improve website conversion and operationally create a site that was easier to maintain and manage.

A GASTRONOMIC EXPERIENCE —

Following the success of wagamama's main website launch, which makes the food the hero, Codehouse has helped wagamama breathe new life into its ecommerce website.

take-out, wagamama's updated ecommerce Sitecore website, retains the impactful and tantalising look and feel of its sister site. Like the main site, the user journey has been refined to achieve more customers moving through to make bigger orders.





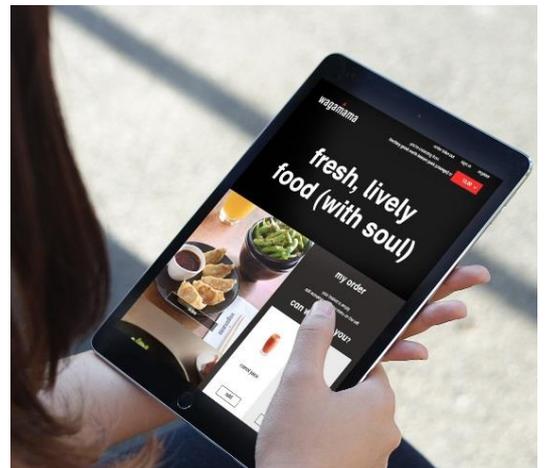
UNDER THE BONNET

There are many clever features that makes take-out perform as well as it does. Google Maps integrates with wagamama's ecommerce site. This allows visitors to see the nearest wagamama restaurants based on their location. Maps, directions and distance calculators to other wagamama restaurants further afield also feature. take-out has extensive product catalogues. Complex integration between Sitecore and wagamama's external retail system, *Micros* ensures product catalogues are coordinated and reflected on the site. There are also other integration points to *WorldPay* and *Authorize.net*, which handle payments from UK and USA customers respectively.

STREAMLINING THE JOURNEY

Using the guest login reduces the transaction time, which has dramatically reduced the drop off rate by 13%. To manage cart abandonment email addresses are collected. When a shopping cart is abandoned, a triggered email reminds the customer of this with a prompt for them to continue shopping.

Registered/logged in users can also view their favourite food, last orders and most commonly selected products, with the added option of re-ordering previous take-outs. Responsiveness too is supported on mobile devices ensuring that the visitor experience isn't compromised.



What was achieved:

- ✓ 5% increased in basket size and reduced drop off of 13%
- ✓ Uplift in sales and increase in upselling using data driven marketing
- ✓ 'In-restaurant' online experience brings the brand to life
- ✓ The ability to roll-out to 18 countries using multiple-languages
- ✓ Optimised the website for mobile and integrated a new cash payment system
- ✓ Winner of Silver award at the UK Digital Experience Awards

ABOUT WAGAMAMA

In Japanese, wagamama means 'naughty child', or 'one who is wilful and determined'. wagamama's first restaurant was opened in 1992 in London's Bloomsbury. Today, wagamama has 150+ restaurants all over the world.

ABOUT CODEHOUSE

We design and build effective websites that make global businesses more successful. Understanding our customers' helps create exceptional customer experiences and grow revenues.

As one of the few Sitecore Platinum Partners, and with both Technology and Digital Strategist Sitecore MVPs, we pride ourselves on our unparalleled technical and digital marketing expertise. Our services include creative design and build, consultancy and training, with 24/7 customer support.