

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

*"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."*

Steve Hill, CEO,  
wagamama

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.

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. 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 to the hospitality and retail industries worldwide. Now wagamama can manage order flows more effectively and control operational processes and customer expectations far more efficiently.





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#### Key Benefits

- + 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

## Find out more about what MICROS can do for you

For more information contact us at [info@micros.com](mailto:info@micros.com)  
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## About MICROS

Serving the hospitality and specialty retail industries, we are the world's leading developer of enterprise applications. Our global presence and local support have helped us build a long list of references – hotels, restaurants, conference centers, retail, stadiums, theme parks, casinos and cruise ships. We maintain an intense dialogue with colleagues throughout these industries. The result is a wide range of integrated software, hardware and business technology solutions and services. These help to optimize your operation and increase profits by providing your guests with a personalized service.

#### Connect with us!!

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