

mCommerce Order Ahead


FACT SHEET





1. Intro

As people's expectations evolve with every new digital experience, business success relies more and more, on mobile technology that can adapt to consumer's growing expectations and needs. wiGroup's easily integrated products and services bring a much-needed competitive edge to the fast-moving retail and hospitality industries. Reshaping the retail ecosystems with mobile-powered software solutions and enabling quick service restaurants (QSR's) to adapt to changes in consumer needs.



"Mobile Order Ahead apps - platforms that enable consumers to remotely purchase menu items for in-store restaurant or retail store pickup - are on the rise among quick-service restaurants around the world."

- Business Insider

2. Product

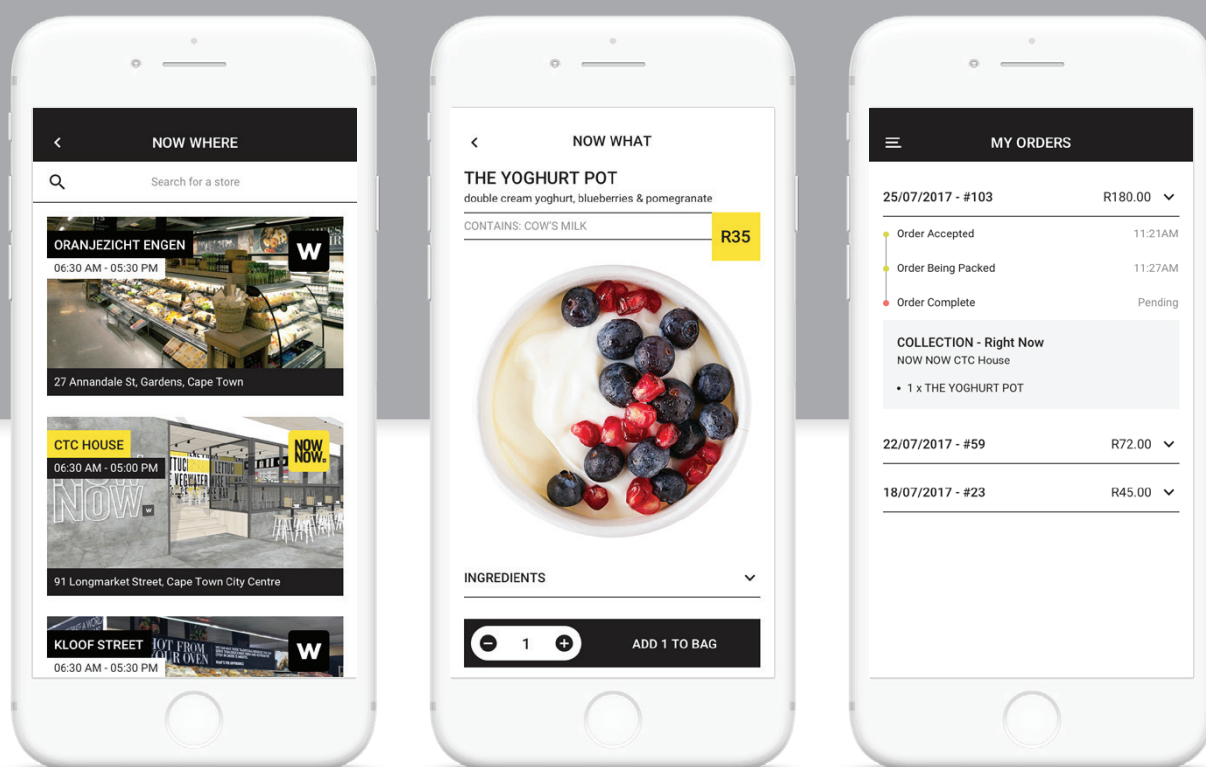
mCommerce a smart, off the shelf product could change the way millions of customers around the world, shop. Using a mobile app the Order Ahead service allows customers to buy their favourite brands and products from their preferred retailers wherever they are and collect at a specific time.

Because mCommerce integrates with your existing systems it doesn't impact any existing in-store infrastructure or processes. Customer's simply load a card onto the app, select their nearest store, then choose their products, or brands, schedule a time for collection and check out. All payments are secured using a 4-digit payment PIN code (created by the customer) and verified using 3D security. Once the order is sent to the store the customer's order is processed and the account is debited.



Customers are only charged once the delivery is made, ensuring they pay an accurate shipping fee and are only charged for the items processed through the POS system during fulfilment and delivered.

Although Mobile Order Ahead services are fairly new they're already having a huge effect on the QSR industry. Mobile ordering platforms have been proven to intensify customer loyalty, increase purchase frequency, and lift average ticket sizes through order customisation and easier checkout options. This means that mobile ordering is not a simple substitution for in-store purchasing, but a channel that can enhance the lifetime value of QSR customers and bring more traffic in-store. Making this a critical channel for the growth of the QSR industry.



3. About wiGroup

The wiGroup platform makes Order Ahead simple and easy to use. The software company, founded in **2007**, provides mobile-first transactional technology that enables the convergence of payment and loyalty value to over **85,000 retail lanes**. To date, it has processed transactions worth more than **R7 billion**. Its platform allows for flexible, rapid and robust integration and is used by some of the largest supermarket group, apparel retailers, financial services groups and 80% of local quick service restaurant chains. Get in touch and let's build remarkable solutions using our Software as a Service products.

wigroup 

A wiGroup Production

Thank you!

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

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