



# Native Mobile Ordering Ecosystem for a Multimodal Restaurant Chain

Modernizing customer service for a leading Italian dining brand by transitioning traditional phone orders to a seamless, high-performance mobile commerce platform.

## Overview

QBurst engineered a native mobile application suite for iOS and Android to streamline the food ordering and delivery lifecycle for a major Italian restaurant chain. By integrating a postal-code-based delivery estimation engine and a visually rich digital menu, we successfully transitioned a majority of the client's customer base to digital channels.

- **Operational Efficiency:** Drastically reduced manual order entry errors and eliminated dropped calls by providing a direct digital ordering path.
- **Localization:** Implemented a specialized logic for the Singapore market that utilizes unique postal codes to provide precise delivery time estimates.



## Client Profile

Headquartered in Singapore, the client operates a popular casual Italian dining chain known for freshly cooked cuisine. With a strong international footprint spanning seven countries, they focus on providing high-quality service across multiple delivery centers and dine-in outlets.

## Challenges: Communication Friction and Scalability

As smartphone adoption surged, the restaurant's reliance on legacy phone and web ordering began to impact the customer experience.

- **Service Bottlenecks:** High volumes of phone orders led to frequent call waiting, dropped calls, and customer frustration during peak hours.
- **Order Inaccuracy:** Manual transcription of orders over the phone resulted in miscommunication regarding dishes and delivery addresses.

- **Language Barriers:** International operations faced occasional challenges with language nuances during verbal ordering, leading to incorrect deliveries.
- **Limited Visibility:** Customers had no real-time way to track their order status or view the latest promotional deals without speaking to an agent.

## Solution: Visual and Seamless Mobile Commerce

We developed a feature-rich mobile application that prioritizes ease of use and visual appeal. The solution synchronizes with the restaurant's core MySQL database via JSON web services to ensure menu and pricing consistency.

- **Interactive Digital Menu:** Leveraged OpenGL to create a sophisticated "Cover Flow" of food images and descriptions, allowing users to zoom and browse categories like pizzas, pastas, and desserts intuitively.
- **Smart Delivery Logistics:** Built a processing engine that calculates expected delivery times based on Singapore's unique postal code system.
- **Comprehensive Order Management:** Integrated an "Add to Cart" feature and a real-time order status tracker to give users full visibility into their meal's progress.
- **Direct Communication Channels:** Provided a platform for browsing live promotional deals and making reservations for large events and parties directly through the app.

## Key Features

- **Outlet Locator:** Automatically identifies and displays the nearest restaurant outlets on a map.
- **Intelligent Sorting:** Highlights popular dishes at the top of each category to accelerate the ordering process.
- **User Education:** Includes a "How to Use" interactive guide to onboard new users to the digital ordering flow.
- **Offline Resilience:** Utilizes SQLite for local data storage, ensuring the app remains responsive even during intermittent connectivity.

## Development

The application was built using native iOS and Android SDKs to ensure a premium user interface and high performance. The backend utilizes a PHP5-based JSON Web Service to pull real-time data from a MySQL database.

To enhance the visual experience, we implemented Core Animation and OpenGL for smooth rendering of high-definition food imagery. A synchronization logic ensures that the local SQLite database is updated with the latest menu items and prices every time the application is launched.

## Impact

- **Massive Adoption:** With over 20,000 downloads, the app quickly climbed the rankings to become a top free application in the Singapore region.
- **Enhanced Accuracy:** The transition to digital ordering eliminated miscommunication and language-related order errors.
- **Cost Optimization:** Drastically reduced the resources required for phone-based customer service, allowing the team to focus on culinary quality.
- **Customer Loyalty:** Improved the overall experience by providing immediate delivery estimates and easy access to exclusive mobile promotions.