

# Case Study

Boosting suggestive sales



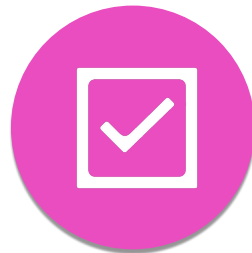
## **Problem:**

One of our restaurant clients wanted to increase the sales of a specific food item in order to capitalize on their investment in that item.



## **Solution:**

Intouch Insight designed program of 22,000 shops over eight weeks to measure the frequency with which this item was offered to customers who were not already ordering it. If the item was being promoted by staff, that team member and their manager were rewarded.



## **Results:**

Upselling the food item increased dramatically and for each \$1 spent on the program, the client saw \$3.40 of incremental sales for just that one food item during the course of the program.