

Roses the Bakers

Roses the Bakers, a family-owned bakery in Sheffield partners with Kurve to adopt a new kiosk system to reduce queuing times for customers and increase average transaction values.



“The new Kurve self-service kiosks in our shop give us more time to focus on preparing and serving our freshly made sandwiches, savouries and cakes, while customers enjoy a speedy and convenient service.”

Mark Johnstone
Director, Roses the Bakers



The Challenge

Roses the Bakers, like many bakeries, can get very busy. That's why it is crucially important to have the system that can reduce the pressure on staff by processing customer orders quicker and with increased accuracy. Kurve's main challenge was to help Roses the Bakers to:

- Speed up the order process and reduce queuing times for customers
- Free up staff from serving customers and divert them to food preparation
- Increase the average transaction value
- Integrate the current C2EPOS system with Kurve



The Solution

Roses the Bakers was equipped with x2 free standing self-serve kiosks powered by Kurve, and have just added a third kiosk. The ultimate self-service solution addressed Roses the Bakers' needs by:

- ✓ Developing an intuitive and trouble-free customer journey for the kiosk
- ✓ Enabling convenient, fast, and accurate digital ordering
- ✓ Ensuring effective and centralised back-office management
- ✓ Supplementing the kiosk journey with an integrated Order & Pay app that allows advance orders to be placed for click and collect

The Result

Since implementing the solution, Roses the Bakers have experienced significant improvements in their KPIs and received positive feedback from their customers. Kiosks assist staff with processing orders which has resulted in an order accuracy improvement and **increased sales by over 18%**, which have helped to push wage percentage down. These increased sales have mainly been driven by an **average transaction value uplift of over 12%** since the kiosks were introduced.



18%
sales increase



12%
average transaction
value uplift

“Using Kurve’s kiosks in our bakery helped drive sales and average transaction value up because customers are now able to see our full product range right in front of them.”

Mark Johnstone,
Roses the Bakers

