



Copper Branch

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Integrations used by Copper Branch

We partner with POS systems and food delivery platforms around the world



Copper Branch opts for a healthy online ordering process

In North America, plant-based food has become increasingly popular and you can find many plant-based restaurants, but there are none as big as Copper Branch. Founded in 2014, Copper Branch now has 45 locations across Canada and the U.S. and has ambitious growth plans to expand its presence soon.

Copper Branch has a clear mission. It aims to be more than a plant-based variant of well-known fast-food restaurants. The Canadian company wants to contribute to vitality and health, for both the planet and the consumer. It focuses on serving healthy meals aiming to promote better eating. "We cater to people who have dietary needs, who want to eat well, who want to feel better" explains Stanley Vinson, owner at Copper Branch Bois Franc.

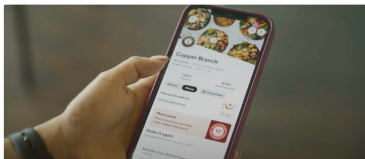
Centered on natural, fresh, and chef-inspired ingredients, Copper Branch feels a great sense of responsibility for the natural environment. The goal? To change the perception of fast food.



Adapting to the delivery challenge

To promote its mission, Copper Branch started doing delivery so that people could have healthy meals from home or from the office. Delivery became increasingly important for the business, especially when the Covid-19 pandemic hit and people were forced to stay away from dining in at restaurants. "From when Covid started we were doing about 40% delivery, it went up all the way to 80 or 90% at times," says Stanley.

But scaling online orders can bring many challenges. Lots of tablets, order alerts ringing at the same time waiting to be accepted, communication with the kitchen, punching orders manually, and getting errors... It can feel overwhelming! "It was a mess and confusing at times. Especially at lunch, it gets very busy so you have 3 or 4 things ringing, and staff would be confused" describes Phil Forlini, owner at Copper Branch Bois Franc.



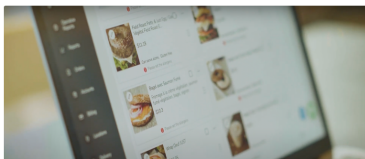
A seamless process

Since working with Deliverect, Copper Branch has experienced a seamless online ordering process. Because Copper Branch is working with 3 different delivery platforms, Deliverect has allowed them to centralize all their online orders in one single screen, instead of a specific tablet for each platform. This gives them the opportunity to seize the whole process in one glance.

The first thing they saw was their errors going down: "The staff was forgetting to punch stuff in, and now we see the errors are going down drastically, there's obviously none, and it makes for a better service for our customers," continues Phil.

Not having to punch orders manually saves precious time and staff doesn't get confused by unnecessary stress which makes for a better customer experience. "We save a lot of labor, which, bottom line, is very important for a restaurant. Now, orders just pop up, nothing to punch in, it saves a lot of time and a lot of labor," describes Phil. It also allowed Copper Branch to save precious time, which is a huge benefit for a restaurant dealing with a big online orders volume. Stanley saw the improvement and revealed that "Deliverect has saved us quite a bit of time, 2 or 3 minutes per entry, that is significant in our quick-service restaurant."

Deliverect has streamlined Copper Branch's operations and simplified delivery, which is a big part of the business. Other features, like menu management and Insights, have helped take it to the next level: "My favorite feature from Deliverect is the automatic printing. The back-office is very intuitive, I could snooze items just using one click on a button, instead of going through the 3 tablets," explains Stanley. No more hassle! No need to update on all the different tablets anymore, everything is accessible, at once, from the back-office.



With the help of Deliverect, Copper Branch was able to simplify their online orders challenge and streamline the whole process. "If you don't have Deliverect, you're gonna have more errors, you're gonna have staff being not as productive, so I would definitely not go back," - says Stanley

"To restaurants that are not using Deliverect, I'd say 'Don't even think about it. Just do it. Get Deliverect, it's worth every penny.'"

The Canadian company is now more than ready to expand and share its healthy mission to even more people!