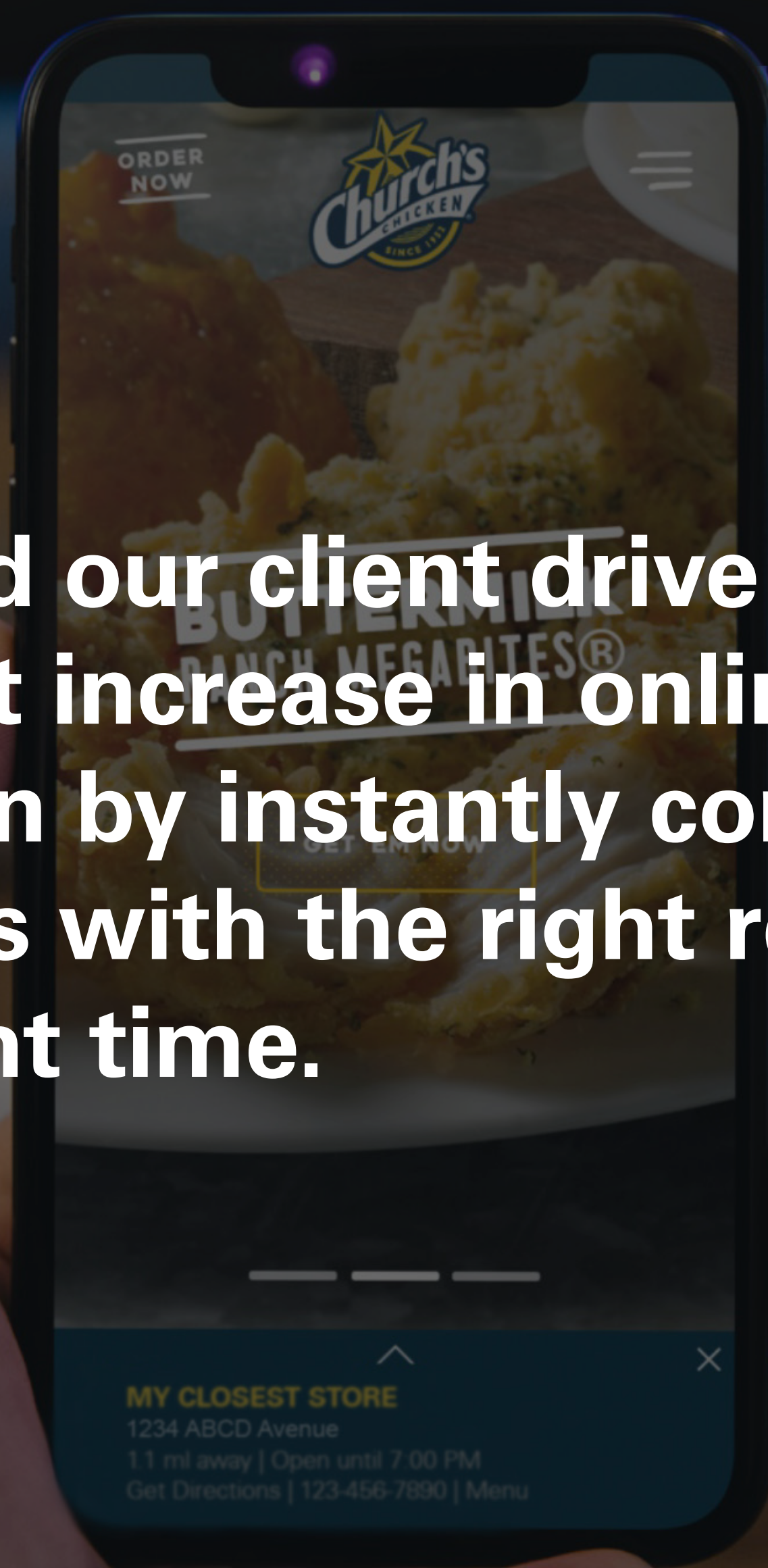




Carat helps brands drive revenue, reduce costs and grow at global scale. Here's how our Omnichannel Commerce solution delivered targeted, locally-relevant consumer experiences for a leading QSR to help increase engagement and online conversion.



We helped our client drive a significant increase in online order conversion by instantly connecting customers with the right restaurant at the right time.





Delivered Capabilities and Benefits

Locally-targeted experiences for mobile customers

27% increase in online conversion for digital orders (pick-up and delivery orders)

Streamlined ordering and more visits to nearby restaurants

Over 10% increase in digital revenue attribution

Local-only specials and franchise-specific menu items

65% engagement led to conversion

Deployment of guest messaging per location

Rapid communication of valuable information to loyal customers during COVID-19



“More than 85% of our website visitors are on mobile and Radius8’s ability to surface the local store and reduce the clicks to order for the consumer has increased our visibility and sales conversion. The deployment was easy and my team can push out new content and local updates whether it be promotions or store status.”

Church’s Executive

Carat Drives More Commerce

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