

# GOOD TIMES MILK BAR

## PIVOT TO ONLINE ORDERING & CONNECT TO A WIDER AUDIENCE FAST



A local favourite located in the iconic Melbourne suburb of Bentleigh, Good Times Milk Bar is known for its colourful Californian vibe with irresistible food and drink options.

With dine-in trade closure, they were determined to bring the regular 'good times' into their customers' homes.



**40%**  
of total sales received  
via online platform



**15%**  
increase in audience  
& customer database



**2x**  
uplift in social media  
engagement



### OBJECTIVE:

Re-invent the operations and offering to adapt to immediate restrictions to dine-in trade, in an efficient and cost effective way.

### SOLUTION:

- ✓ Offered pick-up and delivery through an online platform.
- ✓ Changed menu offering to include grocery store, retail coffee, butcher and bottle shop.
- ✓ Easy and fast to implement.
- ✓ Access to real time figures from mobile devices.
- ✓ Seamless and intuitive check-out experience for users.
- ✓ Customisable for brand continuity.

### SUCCESS:

- ✓ Retain staff employment.
- ✓ Ability to forecast revenue effectively.
- ✓ Quick adaption to legislation.
- ✓ Increase social media engagement.
- ✓ Increase in website traffic and customer database.
- ✓ Continue to create economic opportunities for local suppliers.

“ After witnessing the success of the HungryHungry online platform, we look forward to continuing our partnership & implementing their 'order@table' technology in our venue.

**Good Times Milk Bar**