

# Case Study: Ordering Outside The Box

**The company:** HungerBox is a B2B F&B technology platform, where businesses, e.g. Accenture, are given their own food ordering platform for their employees to use.

**The challenge:** As a closed platform, they naturally have high user retention. Employees were frequently using HungerBox's platform, often more than once per day. The issue was that employees wanted to try different food to avoid eating the same dish everyday but had no way to intelligently select other food, given they had so many options. Also, employees would often order a single item, e.g. a coffee, meaning that the basket size was small.

**The solution:** Using the Spoonshot Recommendation API, HungerBox integrated personalised recommendations at 2 key points in their core order funnel. The first was a "Recommended Just For You" box at the start of the funnel. This allowed users to select relevant dishes before choosing a restaurant/cafeteria. Effectively this removed a step in the conversion funnel. The second was a "Why Not Add A X" upsell recommendation, where X would be a drink or snack, just before the checkout and payment screen.

**The results:**

17%

increase in conversion

6%

increase in basket size

24%

orders with recommendations



*"I'm thrilled with the results delivered by Spoonshot's technology. The numbers speak for themselves!" - Sandipan Mitra, CEO, HungerBox*