

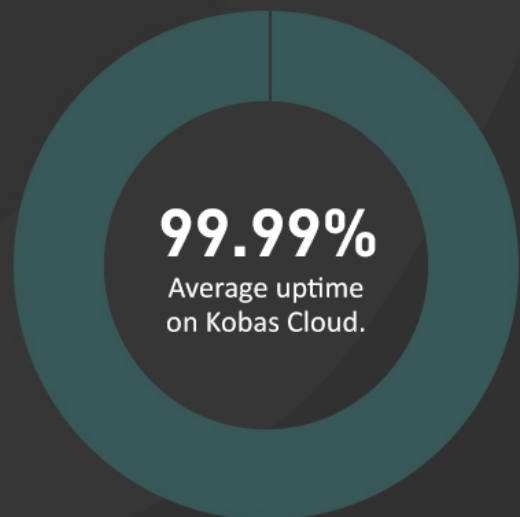
# Inside Kobas 2021

The annual insights report.



# 113%

Many demonstrations were had and tills plugged in. In 2021, we welcomed a growing number of hospitality businesses on board as new Kobas clients. In fact, our client base grew by over 113%.



# 75%

To support this continued growth, we expanded our wonderful team by 75%. We've been joined by more Engineers, Support Executives and Account Managers - to name a few.

To Table **£7,084,943**

Delivery **£20,174,808**

Click & Collect **£8,352,566**

When it came to spending using the Kobas online ordering app, customers spent a total of £35,612,317 across our clients' venues.

*Delivery* took the spotlight with a huge £20,174,808.



Close to  
**600,000**

orders were also processed using our integration with Deliverect. This is in addition to the orders submitted through the Kobas ordering app, making it a big year for online ordering!

Plenty of orders were still pushed through our clients' EPOS units, with a grand total of £163,629,952 being processed (*excluding all orders submitted through the online ordering app*). As for how payments were taken for the EPOS sales..



Card **£135,629,423**

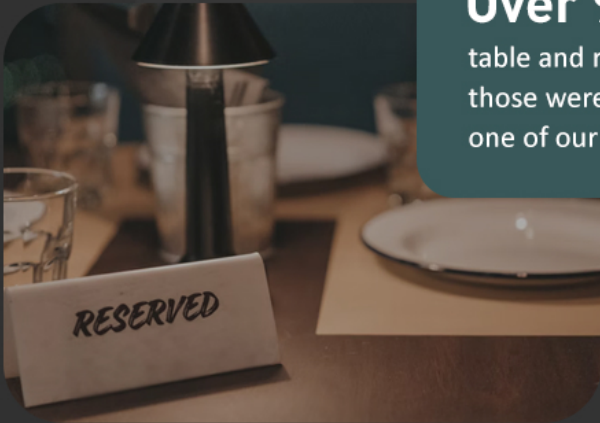
Cash **£16,180,615**

Other **£11,819,914**

**£1,551,898**

Saturday the 11th of December was one to remember. £1,551,898 was spent on this day alone across all Kobas client venues.





## Over 90,000

table and room bookings were made. 94% of those were handled through an integration with one of our booking system partners.

## 140,920

loyalty customers created through our clients' customer loyalty apps, powered by yours truly.

A lot of love was shared between our clients and their customers. Using our customer loyalty app, our clients gave away 10,055,722 points to their loyalty members.

And, over to the business with the most active members in 2021...

True North Brew Co: 39,938 🙌





For more information about the data in this report, or on the Kobas products and services:

+44 (0) 20 7633 9449

[contact@kobas.co.uk](mailto:contact@kobas.co.uk)