

Letter of Recommendation

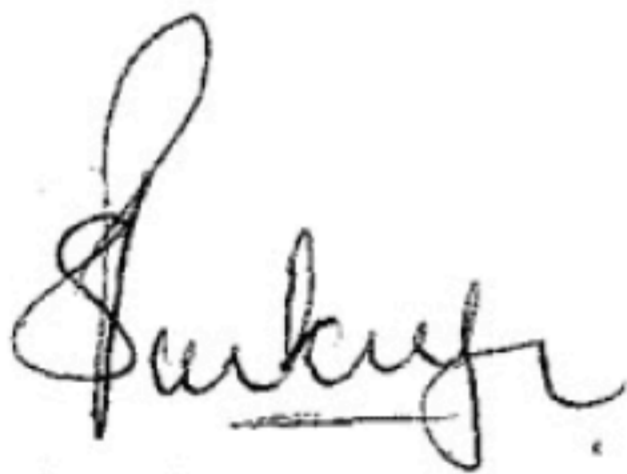
easyGroup appointed orderTalk to develop the front-end on-line ordering system with seamless integration into the back of house management system for the new easyPizza.com brand, launched in the UK on Dec 17th '04

easyGroup is a .com business, and as such the ordering system is key as not only is it our sales vehicle, but it also provides the main customer brand interface

The whole project was turned around very quickly and efficiently to produce a system that is currently unique in the market place, highly user friendly and fully on brand.

Unheard of in the restaurant delivery sector, easyPizza now takes over 90% of the pizza delivery orders on line yielding great benefits including in store labour reduction, 100% capture of orders (No engaged phone's) and accurate customer databases including email addresses for future marketing activity.

OrderTalk showed real drive and high levels of organisational efficiency to deliver against incredibly tight dead lines, in addition they demonstrated a strong ability to solve problems through creative thinking. The result is not only have they given us a great system, but they have also built a great relationship with the easyGroup and we look forward to working with them on a long-term basis in the future



Sandra Parkinson
Business Manager, easyPizza