



JJ launches 'unique' live ordering system

JJ Food Service has launched a new live ordering system on its website, which it claimed is unique in the foodservice industry.

The website is linked to its stock control system and allows customers to see which products are in stock or will be available for future delivery dates.

"The new online ordering is unique in the industry because you can do the order instantly - the websites of our big competitors allow customers to order things even though they are not in stock," said Rif Kiamil IT manager.

There is a 10% discount for ordering online and a further 10% discount for customers who choose to pick up the goods.

The new part of the website, which has taken years to put together, is part of a series of technological innovations being brought in by JJ that it claims have helped boost its profit margin to 7.6% - the second highest in The Big 30.

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<http://www.thegrocer.co.uk/articles.aspx?page=articles&ID=197144>