

Cooked to perfection: Ingenico ePayments brings fresh international growth to Five Guys

Five Guys is an American burger restaurant chain, founded in 1986, which has expanded internationally since 2003. In that time it has flourished globally, opening in over 1,500 locations. It now operates more than 60 restaurants throughout the UK and has now expanded into new markets in France and Spain with flagship restaurants in Paris and Madrid.



“ We looked at the world’s biggest and most innovative payments providers and it became clear to us that Ingenico could deliver us the best consultancy and services to help us grow faster internationally. The excellent support, availability, advice and technology from the entire Ingenico ePayments team means we can offer our Five Guys fanatics the friendly, trustworthy experience they expect from their favourite restaurant. ”

William Day, IT Director, Five Guys

Challenge

Five Guys has embraced the way today’s discerning consumer wants convenience and security at their fingertips, no matter what device they use to browse and pay for goods and services. In Europe, almost 300m of us are now eShoppers and we’re extending the shopping experience we expect from retail to the food and drink sectors.

In the case of Five Guys, it needed to ensure that it catered for customer preferences, both in terms of how customers could pay but also balancing convenience with security.

Success with mobile ordering could also lead to unintended problems if not carefully managed. As Five Guys’ offering grows in new markets, the restaurants are often busy at lunch time, which while showing a successful concept could deter customers and push them towards competitors.

Five Guys required a secure, dependable solution that would enable it to offer customers the option to pay how they want online, while scaling for ambitious growth throughout Europe.

Partnering with Ingenico ePayments

Five Guys enlisted Ingenico ePayments to provide a scalable, secure epayment gateway that enables Five Guys customers to shop securely from mobile, tablet or laptop. The system went live in September 2016, accepting multiple currencies, including Euros, and with a choice of language support options it allowed Five Guys to use the gateway with its chosen local acquirer.

Using Ingenico ePayments, supported by Lineten's NOQU solution, Five Guys enables its customers in both countries to pre-order and pre-pay for food, progressing directly to the pick-up point for collection, while speeding up customer processing time.

Solution Benefits

Opening two new flagship restaurants in Paris and Madrid, Five Guys customers in France and Spain can now complete online orders for their meals before collecting conveniently in-store, cutting down on waiting times in the restaurant.

Five Guys can now offer its European customers continued trust in its brand while providing a convenient customer experience that lets them choose their preferred payment method and pick up their food from their local restaurant.

["Integrating Ingenico ePayments into our payment setup was simple and flexible enough to allow us to adapt to local preferences. This service and flexibility in offering local acquiring partners will help us continue our expansion into mainland Europe and live by our philosophy of 'perfect and serve.'"](#)

Ingenico will support Five Guys as it looks to develop volume growth from more live sites in France and Spain, helping secure a transaction volume uplift with local payment methods support as the brand continues to grow across borders.

Main Benefits

- **Consultative approach with a strong local presence in key markets**
- **Secure online payments processing**
- **Acceptance and settlement of multiple currencies**
- **Support for international, local and alternative Payment methods**
- **Pre-order and pre-pay, cutting queues with Lineten NOQU**
- **Five Guys international development strategy**

The partnership with Ingenico ePayments has allowed Five Guys to expand into new strategic markets in Spain and France by offering a localized payment experience that its customers recognize and trust. The success of the launch has also allowed the company to already start planning for the next phase of its expansion in these countries and beyond.

FIVE GUYS

Since its launch on 4th of July 2013 in Covent Garden, Five Guys has opened more than 30 stores across the UK to rave reviews. The American burger joint's simple menu focuses on customisable burgers and fresh hand-cut fries. A fanatical dedication to quality ingredients means no freezers, no microwaves, no can-openers, no gimmicks and no limits on the fresh toppings and creative combinations, so customers can always get the Five Guys burger they crave.