

NOQ GROUP INTRODUCE EVENT BASED ORDERING APP 'NOQ'

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Creating a new industry standard, the marketplace app is focused on maximising services and profits for events from large festivals to small pop-ups

Much more than a cashless ordering app, NOQ is a game changing system that aims to increase sales and profits for events while creating sharper, clearer insights for its industry users. For the consumer, it creates a marketplace where event attendees can order drinks, food, event merchandise and much more. The summer of 2021 will see huge expansion from NOQ after successful funding rounds raising £325k. With eight full-time developers and a growing operations and marketing team, the NOQ group is able to provide bespoke solutions for their clients. Further information [HERE](#).

NOQ is poised for rapid growth having already partnered with large events including the abrdn Scottish Open on the European Tour, Park Proms, How The Light Gets In plus others. This year alone they are covering multiple types of events; including music festivals, pet shows, comedy shows, trade shows, air shows and more.

The aim is simple, NOQ wants to eradicate queuing and provide a digital ordering solution for the masses at events; by doing so, they will greatly improve the customer experience and significantly improve the efficiency and sales potential of individual vendors. NOQ has the ability to process five orders in the same time as a one face-to-face order.

In a recent survey, customers ranked cashless transactions as one of the most important changes they wish to see at events. 45% of potential customers abandon queues because they are too long. This statistic demonstrates that poor customer experience greatly affects potential F&B sales.

Param Kanabar, founder of NOQ Group says: *"We are a young team that has been directly affected by the problems associated with queuing at events; being crushed at the bar, missing out on our favourite shows and ultimately not being able to order the food and drinks we want."*

NOQ is a seamless solution for in-event food & drinks ordering. Our mobile ordering solution works alongside traditional sales, increasing the number of orders taken per day, the speed of transactions and ultimately reducing queuing. It is a covid compliant solution, that allows for socially distanced ordering to take place.

After two years of development, we have created an app that is incredibly user friendly for both the consumer and business. In addition to providing different ordering models, the NOQ team packages marketing and operations alongside the provision of the product, ensuring events run smoothly and customers have an enjoyable experience."

Whilst mobile ordering is something we are all used to, NOQ stands out with its event based approach. By providing tailor-made tech solutions, smooth operational implementation and unique marketing opportunities before, during and after the event.

Events / organisations partnered with:

abrdn Scottish Open on the European Tour
Park Proms
HowTheLightGetsIn
Chickenstock Music Festival
The Village Screen
Drive Inside
Cinestock
NCASS
Event Production Show
Event Merchandising
Feast Street
Very Creative Group
Design Difference
Podium Event Group

Media:

Related
Sectors:

Business & Finance ::
Entertainment & Arts :: Food &
Drink ::

Scan Me:



UK Asian Film Festival
Bolly Co
CineEvents
CineDrive
Cellar Door
SimpliWiFi

Company Contact:

Motus

T. 07713944907

E. josh@motuspr.com

W. <https://www.motuspr.com>

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