

Flexible payment options: How FoodsUp simplified manual payments with Clik2pay

FoodsUp operates a high-volume B2B restaurant supply and distribution platform serving independent restaurants, where payment friction was impacting operations directly. FoodsUp serves thousands of independent restaurants across Ontario and Quebec.



CHALLENGE Lack of modern payments infrastructure

FoodsUp wanted to modernize beyond cash-on-delivery and cheque payments but lacked a solution that customers would actually use.

The manual Interac e-Transfer® solution they were using ultimately proved unscalable and problematic for their growing restaurant customer base.



SOLUTION Implementation of Clik2pay into FoodsUp day-to-day payments

FoodsUp partnered with Clik2pay to introduce new, modern payment options. This implementation delivered two payment options that make it easier for customers.

- **In-app payment:** Customers initiate payment directly within the FoodsUp app, with the payment window opening inline. No external links, no app-switching, no phishing risks.
- **Email-based requests:** For customer service follow-ups and vendor payouts, non-expiring email links allowed FoodsUp to send payment requests that customers could process at their convenience.



CHALLENGE Navigating increased customer security awareness

FoodsUp's customers were increasingly hesitant to click external payment links.

This skepticism was understandable but posed a challenge for the FoodsUp team: it led to high abandonment rates which required manual workarounds.



SOLUTION A trusted Interac payment experience

FoodsUp embedded Interac payments directly into their platform and payment process, eliminating the need for customers to leave the app or click suspicious external links.

Clik2pay handled Interac branding, regulatory disclaimers, and processing status notifications, removing compliance burden from FoodsUp and reassuring customers that the solution was legitimate and secure.



CHALLENGE Operational challenges

The existing payment workflow relied on text or email reminders prompting customers to initiate an Interac e-Transfer directly from their bank account.

"Customer-initiated payments don't provide order memos, making reconciliation difficult. We tested manual Interac e-Transfers, which were inefficient. Customers often struggle to trigger mobile banking from links, forgetting passwords or preferring websites," the team noted during discovery conversations.



SOLUTION Automated reconciliation & better cash flow

By integrating the Clik2pay API, FoodsUp's finance team achieved immediate, real-time transaction visibility, which enabled automated reconciliation within their existing internal systems.

Receiving funds from processed payments the following day significantly accelerated their payment cycle and improved their overall cash flow.

THE RESULTS



Scale & momentum

The company transitioned its e-Transfer payment workflow from accepting manual Interac e-Transfer to Clik2pay via Interac, capturing 4,000–5,000 monthly active customers.

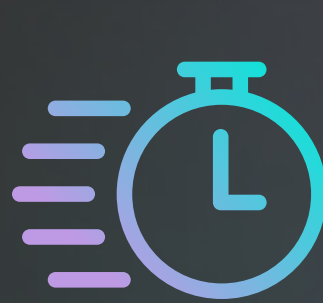
Initial adoption metrics showed 30–40 daily payments ramping to 200–250 with promotional support, with potential to grow payments daily at scale.



Customer satisfaction & retention

The phased rollout approach meant real restaurant customer feedback shaped the solution before a full release.

By absorbing processing fees to incentivize adoption, FoodsUp successfully migrated merchants away from cash and checks, reducing fraud risk and accelerating cash flow.



Operational efficiency & improved reconciliation

By eliminating manual transfers and reducing cash payments, FoodsUp's customer service and operations teams recovered significant time previously spent on payment follow-ups and reconciliation tasks.

Pre-filled payment details eliminated manual entry for a faster, streamlined payment process.

With Clik2pay, FoodsUp now provides a modern payment option for thousands of restaurant customers, replacing outdated manual processes with a solution their customers trust.

About Clik2pay

Clik2pay's innovative payment solution lets customers easily pay from their bank account by text, email, or QR code.

Clik2pay provides a long-awaited alternative to expensive options like credit card and cheque, and legacy systems such as the existing bill pay network and batch payments.