



CASE STUDY:
AMERICAN FAST-CASUAL
HAMBURGER RESTAURANT CHAIN

Growing Digital: How an expanding burger concept revamped its online ordering and delivery and became truly multichannel.

Results:

- Average Order Value **dramatically increased** from \$18.14 to \$26.46, a 46% lift
- Significant increase in online orders: **630,000+** since launch
- **275% YoY increase** in pickup orders
- **3x increase** in daily orders per store
- **Digital revenue grew** from 20% to 75% of business post COVID
- **Added marketplace integration** without cannibalizing brand controlled channels
- POS injection success rate **above 99%**

(all achieved while ramping up new stores and maintaining existing business)

CHALLENGE:

Ramp-up new digital channels quickly, allow for direct delivery, integrate 3rd party delivery, and have a seamless pick up experience. In short, to become truly multi-channel.

TILLSTER SOLUTIONS:

- Order and Pay
- Pick-Up
- Branded delivery with last mile delivery integration
- Marketplace integration to POS with DoorDash, Grubhub, Postmates and Uber Eats orders
- UX flows to optimize check size and conversion metrics

REVAMP DIGITAL ORDERING AND BECOME MULTI-CHANNEL

A growing fast-casual chain wanted to build a truly seamless customer experience and facilitate digital as their primary channel.

Tillster was already partnered with the brand, but after COVID's impact, the brand turned to Tillster to help ensure that their business was not only maintained during this critical time but could be grown coming out of it. Prior to COVID, e-commerce was a nice add on, but not a crucial part of the business. The brand's orders/month were consistent, but their digital channels were not promoted or encouraged. They needed the tools to drive incremental business, while ensuring that



these tools could be maintained and expanded so the brand could become truly multi-channel. Tillster realized they needed to help the brand rapidly revamp their digital ordering presence, while simultaneously implementing a brand-new delivery integration.

For Tillster, the challenge presented an opportunity to achieve three key outcomes in a single engagement:

- Build a more dynamic online ordering experience and improve conversion metrics
- Boost sales and demonstrate exponential growth on a per/store basis
- Integrate ordering and delivery with all four major marketplace partners

In addition, with a new ordering mobile app on the horizon, it was important to get the back end elements operating smoothly so they could be carried over in the near future.

BUILDING A MORE DYNAMIC ONLINE ORDERING EXPERIENCE

The burger brand already boasted a unique in-store burger ordering experience. When rebuilding the online ordering process, Tillster ensured that the online experience would better match the in-store experience, by better enabling their new LTOs and alternative proteins in addition to beef based products. That meant also elevating awareness and improving the speed to checkout.

The newer, dynamic ordering flow offered a more engaging and intuitive customer ordering experience and presented the structure for improved up-sell and cross sell opportunities. Additionally, as outlined below, it connected, for the first time, directly with delivery marketplace partner platforms in unique ways. The new system also offered data capture and analysis capabilities to measure sales funnel results for the first time. Each of these improvements, and every part of the Tillster solution has driven revenue for the brand.

BRINGING DELIVERY IN-HOUSE

Prior to engagement with Tillster, the burger chain could only service marketplace orders that originated on third party platforms like Postmates and DoorDash for delivery. For orders originating on the brand's online store, customers were limited to in-store pick-up.

Tillster built last mile delivery into the online order process with a white-labeled, on-demand delivery service integrated directly with the online order portal. The new build gave the brand total control of the order, the customer data, the loyalty and the finances throughout the order processes, while allowing delivery of online orders for the first time onsite.

MARKETPLACE ORDER INTEGRATION WITH POS INJECTIONS

While building a better online experience, it remained a priority that orders could originate from as many marketplace sources and with as little friction as possible.

The brand accepted orders from Postmates, DoorDash, Uber Eats and Grubhub, in addition to in-store orders and those originating on their own branded website. Prior to the new ordering system implementation, partner orders came in on vendor provided tablets, and an employee onsite had to manually enter orders from all four sources into the brand POS system. The process was operationally challenging and led to the increased possibility of errors.

By integrating each of the major delivery partners with the POS system, marketplace orders flow directly into the POS system, and the process is much more effective. The new marketplace integration system saves time for the store, while reducing store-side data errors to zero.

Want to know more?

Learn more about Tillster's digital ordering, delivery and engagement solutions at www.tillster.com.