

2020 / CASE STUDY

How Order Solutions Skyrocketed A Major Restaurant's Average Phone Order Size Over 30% In Less Than 6 Months.

The Challenge

This restaurant chain has over 1,500 locations all over the world and was missing a significant amount of phone orders. They didn't have a tracking system to see how much revenue they were missing out on.

Their in house employee's were frustrated multitasking, having to answer the phone and attend to the flood of guests coming into their restaurants. This resulted in thousands of missed phone orders which meant they were missing out on 7+ figures in potential revenue.

The restaurant recognized that they needed to do something different to find an edge over their

competition and to make their employee's happier. The national chain found Order Solutions to partner with in hopes to streamline their call in orders and have them focus on up-selling over every call and making sure that every call was answered with a friendly voice.

Order Solutions suggested to do a 50 location test pilot at their corporate locations to minimize the risk and show the potential ROI from a partnership at scale. Before partnering with Order Solutions the concepts average phone order size was \$16.04.

Putting a Team in Place

Order Solutions first implemented an IVR (Interactive Voice Responses) system to improve call routing so they could capture all potential phone orders. Order Solution's recruiting team built a team of agents who had a vast amount of restaurant experience and within two weeks turned them into experts of the clients menu.

Each rep spent a great deal of time learning the details of the clients systems and worked directly with the client to determine which items were the best up-sells to pitch. The client services manager built and optimized scripts from conversation with the client so that reps could test different items to up-sell to see what yielded the biggest return on investment to the restaurant.

Order Solutions's plan was to take on an additional 25 locations week one, and 25 locations week two to gather data and prove out the model and keep building from there.



**Interactive Voice
Response System**

Upsell Testing

**Gather Data and
Continuously Build**

Delivering Impressive Results

After 3 months the client was ecstatic and absolutely thrilled with the results. Their average order size increased over 30% and was now \$21.15. The client saw how big of an opportunity there was at scale and signed a master service agreement with Order Solutions.

The scaling strategy was to add an additional 25 locations of both corporate and franchisees each month. Since the initial pilot Order Solutions now has 170 locations and is planning to scale to 1,000 locations by the end of the year.

The client believes that Order Solutions will bring in 8 figures of new incremental revenue annually when they reach 1,000 locations.

\$21.15

New Average
Order Size After
3 Months!

+30%

Increase in Average
Order Size

170 → 1,000

New Locations by the End of the Year.