

# Case Study

## Mobile Ordering

Managed Food Service Location on Hospital Campus with 4 Quick Serve Restaurants since 4Q 2017



Locations

4



Current Aggregate Weekly Sales

\$3.2K



1 Top Performer Weekly Sales

\$2.7K



2 Sales Growth Over Prior 10 Weeks

21%



Current Weekly Order Volume

865



Average Check Size

\$3.66



3 Check Size Growth Prior 10 Weeks

20.6%



4 Annualized Royalties Saved @ 5-15%

\$8K-25K

# Key Takeaways

1. This hospital campuses' top performing site is a coffee shop, which tends to be an anchor establishment in any hospital campus setting. When comparing volumes between campus locations, physical location and overall foot traffic matter. What also especially matters is the size of the captive audience, in this case, the people who work there. This happens to be a smaller campus, where, if the captive audience were to be lost to outside food providers, the franchises might close down or turn over as they look for better fit restaurant concepts.
2. Sales growth of 21% is great, but what's fantastic about this result is that it's being driven by two lower producing food restaurants, growing their sales over the prior 10 weeks by 50 and 90% respectively.
3. The combination of an increased share of the order mix going to food establishments, combined with new customers (who, as we see with digital ordering, increased their check sizes by close to 20% vs. in-person ordering) is materially driving up check sizes.
4. Every new user is driving over \$200 in new annualized orders, so as momentum grows, these savings will build. In one year, the program is more than paying for itself. In a qualitative study undertaken in another hospital food court environment, we found that the incremental orders come from captive staff, specifically, doctors and nurses, who 1) didn't have time to line up to order and wait and 2) didn't want to be caught in patient-family discussions, as well as other hospital employees who are stretched for time.