

Case Study

Mobile Ordering

10 Quick Serve Restaurants on a Hospital Campus since 2015



Locations

10



Peak Monthly Sales

\$50K



1 Top Performer Peak Monthly Sales

\$13.9K



2 YoY Sales Growth

14.8%



Annual Order Volume

141K



Average Check Size

\$3.90



2 YoY Order Growth

14.7%



3 Annualized Royalties Saved @ 5-15%

\$27K-82K

Key Takeaways

1. Average monthly sales across all locations is \$5,000. We see seasonality in all campus environments (schools, corporate and hospital). For this hospital location, peak months are October, November and May. There are also slight lulls occurring in June and September. Sales volumes are up significantly since launching digital ordering. Through qualitative surveying we have identified the incremental orders as coming 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.
2. YoY sales growth and order growth both increased due to new customers. In fact every new customer is worth over \$200 in new incremental orders making the case for the value of promoting your digital experiences.
3. 3rd party order aggregators consider the marketing portion of their fee to be between 5-15%. By taking in the order directly, on an annualized basis, the location is saving between \$27,000 - \$82,000 per year, but also capturing valuable data on their digital customers that they wouldn't be able to access with from a 3rd party service.