

Case Study

Web Ordering

Quick Serve Sushi began promoting Web Ordering in April 2018



Locations

100+



Current Aggregate Weekly Sales

\$30.7K



1 Top Performer Weekly Sales

\$939



2 Sales Growth Over Prior 10 Weeks

73%



Current Weekly Order Volume

709



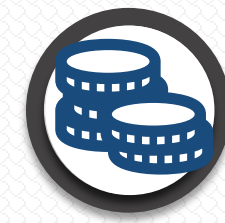
Average Check Size

\$43.28



3 Check Size Growth Prior 10 Weeks

11.2%



4 Annualized Royalties Saved @ 5-15%

\$78K-239K

Key Takeaways

1. This is almost \$400/week higher than their top performing mobile ordering location (aggregate weekly sales are 3x higher and average check sizes almost \$7.50 higher) due to significant increase in lunch office orders where customers prefer more screen real-estate to enter larger orders.
2. The trend for customers to explore new takeout options, like sushi, is driving sales growth, in addition to digital check sizes that continue to climb. When growth rates slow it means lots of repeat customers with a few new customers each week. Rates this high are because there's a large volume of both new and repeat users.
3. Driven mostly by repeat users who show a tendency to get more adventuresome when they return, along with inviting others to piggyback on their orders.
4. 3rd party order aggregators consider the marketing portion of their fee to be between 5-15%. By taking in the order directly vs. through a 3rd party, on an annualized basis, the chain is saving between \$800-\$2,200 per location 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.