



**MAJOR STATE
UNIVERSITY
CHOOSES TACIT TO
LAUNCH DIGITAL
ORDERING ON
CAMPUS**

A major state university in Pennsylvania's food services program serving dozens of locations becomes the latest advocate for digital ordering after rolling out a new mobile app—the fruit of a combined effort from Tacit and the top university that occurred in a short period of time.

In September of 2018, members of the Undergraduate Association of the university met with Housing and Food Services to discuss the initiative of mobile order-ahead dining at the world class university. Mobile ordering was something customers were anticipating. As the major, public, research university put together the parties to go about searching for a company to partner with to launch in early 2020, the COVID-19 pandemic introduced a new challenge in the requirements to speed up the roll-out of mobile ordering as new safety measures increased the need for mobile ordering to keep a safe environment on the campus.

The university, which ranks in the top 1% in the world, was looking for a partner who could flex to the university's requirements. That partner they found was Tacit. Working with Tacit, the state university's food services officially launched the mobile order-ahead digital food app for the Fall 2020 school session.

The mobile app —the school's first-of-its-kind digital ordering and delivery platform brings the dining hall experience into the modern students' mobile devices with a slate of digital capabilities. The new mobile app gives anyone on campus—whether student or otherwise—a way to obtain contactless, safe, and cashless foodservice experiences. From start to finish, the original plan for finding a provider was quite lengthy.

However, Tacit changed the game and became a real player by going through the RFP process, being chosen in May, and successfully rolling out across 33 campus locations in just over 90 days. That's a phenomenal feat.



KEY HIGHLIGHTS



The new mobile ordering app has already processed over \$1 million in sales from mid-August 2020 to mid-October 2020 with 100,000 average transactions per month.



A three-month delivery from selection through implementation.



Integrations with existing technology and processes that save time, create operational efficiency and streamline the mobile app roll-out campuswide.



Single sign-on functionality to simplify the app registration process without needing to create another account.





→ THE BUSINESS CHALLENGE

The major Pennsylvania university lacked any digital ordering presence. While the campus had previously started working on a digital order functionality, that need became a critical priority during the pandemic.

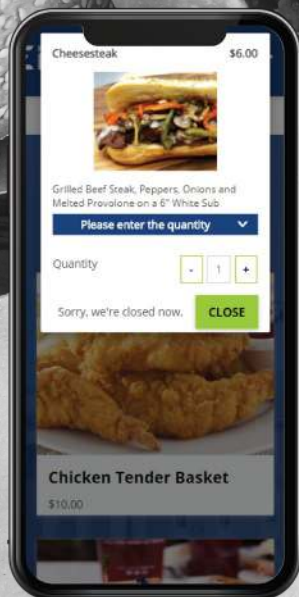
Of course, the decision to pursue digital ordering did not arrive overnight. In 2018, the student government proposed an initiative to obtain mobile ordering. In response, the university formed a committee in March 2019 to look directly into this need. The goals were to test the validity and desire of a digital ordering capability among students. The committee further wanted to ensure that digital ordering would align with the chaotic student schedules that may co-exist at any given time.

Other core considerations in implementing digital food ordering included:

- The ease of use and the flexibility of the system once implemented.
- Speed of service and whether foodservice operators would be able to meet the projected demands from increased ordering.
- Operational costs and order processing improvements to meet digital ordering speed and convenience.
- Marketing programs and activities to raise awareness and app adoption.

“The willingness and flexibility of Tacit became self-evident as we were going through the RFP process. As things evolved [with COVID] in the spring and summer earlier this year, Tacit was able to respond and offer suggestions.”

University Representative

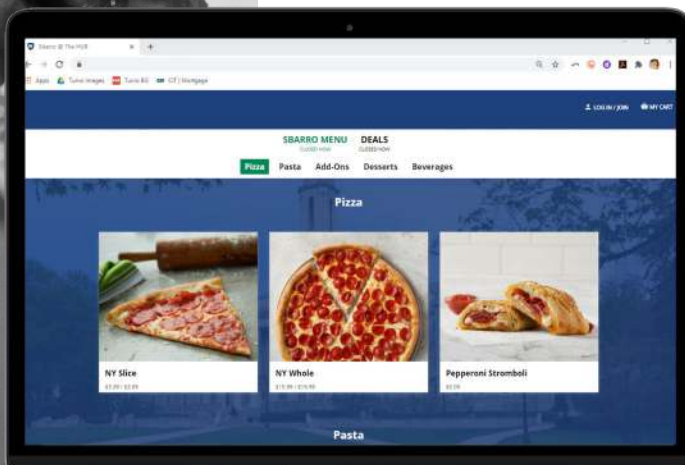




→ THE MAJOR STATE UNIVERSITY CHOSE TACIT FOR ITS SHORTER ROI AND OTHER LEADING BENEFITS

The leaders at the state university knew students and staff wanted a digital ordering solution. When it came time to start thinking about what to ask for in a request for proposal to a possible vendor, several core needs stood out. After an exhaustive RFP process vetting several vendors on the market to meet university's requirements, Tacit was chosen due to their partnership mindset and willingness to meet the critical deadlines of the project with a launch date of the Fall 2020 class season fast approaching. Tacit delivered on these requirements by providing the following solutions and benefits:

- The ability to integrate Tacit's digital ordering platform with the existing enterprise POS system.
- Unifying all payment processing with the school's preferred payment processor and student card system.
- A set cost of ownership that was lower when looking at total spending over the next five years.
- Tacit's ability to scale and customize the solution to fit the needs of the operators and meet the expectations of students.
- Tacit's deep expertise and experience in implementing digital ordering for large complex foodservice operations.





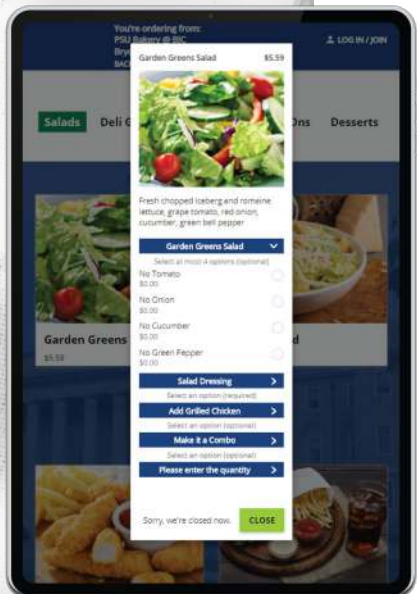
→ THE WORLD CLASS UNIVERSITY REALIZED IMMEDIATE RESULTS AND DISRUPTION-FREE SERVICE AT THE HEIGHT OF THE PANDEMIC

From initially contacting Tacit through the final implementation, the entire process took significantly shorter than anticipated. Tacit was able to partner with the university and accommodate their RFP processes. As the overall situation surrounding COVID-19 grew more heated, Tacit responded and fast-tracked the implementation.

After choosing Tacit on May 11, 2020, the major university successfully launched digital ordering in 33 locations over the summer by August 24.

Tacit's speed and dedicated determination to provide solutions to each customer was a testament to Tacit's motto of **"Digital Ordering Solutions Done Right."** The commitment to meeting the university's requirements was always top of mind for Tacit, as the company views every customer engagement as a long term partnership that requires a get it done attitude. That positive attitude meant the leaders at the public university were confident that a fall school season launch in 2020 was achievable and a core reason why the university chose Tacit after the RFP process.

The demand for digital ordering is also well on its way to proving itself as a viable revenue stream for the state university. Even with limited students on campus this summer during the pandemic, the institution was able to approach over 5000 orders through digital channels within the first weeks of implementation. This proves Tacit's value in establishing a true partnership and working together with clients to maximize timeliness, eliminate disruption risk, and deliver a top-notch experience.





SUMMARY

Building out college foodservice's future, offering digital ordering and contactless ordering comes down to a simple choice between maintaining the status quo or looking for new opportunities to grow revenue. Through the partnership with Tacit, the major university fully embraces digital ordering and commits its team members to a digital, seamless, and more productive work environment. While the collaboration and launch continue, it's further worthy of mentioning a few other benefits and features expected to roll out in the near future.

- SMS and Push Notifications to keep students and staff alerted on latest promotions and order updates.
- Ability to use a combination of coupons and offers, stacked discounts.
- More deep native app integrations and functionality.



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