

# TACIT DELIVERS FUTURE-PROOF DIGITAL ORDERING SYSTEM FOR PITA PIT FRANCHISE





## THE BUSINESS CHALLENGE

When Foodtastic, the franchisor of Pita Pit Canada, went searching for a unified digital ordering solution that would allow their brands to manage multiple channels seamlessly, they turned to Tacit.

Many quick-service restaurants face integration challenges, particularly with third-party marketplace apps. Tracking third-party sales can be manual, error-prone, and labor-intensive without a seamless connection between the restaurant's POS system and online orders generated through Marketplaces like DoorDash, Uber Eats, and Skip the Dishes.

## THE RESULTS

To provide the franchise with a complete solution, Tacit integrated its digital ordering solution with Pita Pit's existing payment processing system, gift card platform, and loyalty solution. The quick-service chain maintained online order volume during implementation, according to Chris Cann, Brand Leader at Foodtastic, and the customer experience went uninterrupted, including the acquisition and redemption of loyalty points.

After the launch, Pita Pit's POS system was able to capture all sales from third-party marketplace apps successfully. For the first time, franchisees across 230 locations were no longer required to re-enter every third-party order into the POS. Not only did the Tacit solution automatically sync orders with the POS, but it also increased speed of operations, lowered technology costs for franchisees, and provided near real-time visibility to sales data. Monthly third-party sales reports that once required several days to compile, compare, and validate were also eliminated.





**” A partnership with Tacit gave us the opportunity to support our franchisees better and make life easier for their staff. Tacit’s digital ordering solution has given everyone more time to focus on serving our customers.**

*Chris Cann, Brand Leader at Foodtastic*

## **CUSTOMER ENGAGEMENT AND INSIGHTS**

According to Cann, working with Tacit also enabled Pita Pit to introduce a new custom contest feature on the mobile app to provide customers an interactive dining experience and the opportunity to win complimentary products and earn loyalty points. In the near future, the franchise intends to leverage the wealth of data captured from all digital orders to strengthen customer engagement and increase the number of locations offering online catering orders for pick-up or delivery.

“Working with Tacit to develop a secure tech stack that can handle ongoing modifications and support new solutions has been very beneficial,” says Cann. “We’re in the process of switching to a new POS system and loyalty provider, but the technological groundwork Tacit put into place will ensure a smooth transition. Tacit has positioned the brand for continued growth and success.”

### **Pita Pit**

Pita Pit, a Canadian quick-service restaurant franchise owned by Foodtastic since 2021, operates 230 locations serving pita sandwiches with fresh vegetables, grilled meat, and sauces. To learn more about Pita Pit or place an order for pickup or delivery, visit <https://pitapit.ca>.





## SUMMARY

With a seamless POS connection to major third-party marketplaces along with a digital ordering website and mobile app that fully integrates with its gift and loyalty program, Tacit helped Pita Pit:

- Streamline all third-party orders directly to their POS system
- Empower restaurant staff to fulfill orders with more speed and accuracy
- Drive operational efficiencies in the front- and back-of-house
- Centralize digital orders from multiple channels into one centralized platform
- Eliminate labor-intensive processes to compile reports and view financial performance
- Gain secure point-to-point integrations that no longer require manual interventions
- Future-proof their restaurant technology stack
- Maintain the online ordering experience for customers
- Complete hassle-free transactions across multiple payment types

### Tacit

Tacit, a leading digital ordering technology solution provider for Restaurants, Higher Education, Leisure and Entertainment, and Hospitality, is transforming how guests discover, view, order, and pay for their meals. To learn more, visit <https://tacitcorporation.com>.