

Learn how a CaterTrax partner gained a significant number of new daily customers at a transportation company location by taking advantage of the convenient delivery options offered with the CaterTrax Take-Out Module.

The Profile:

This location isn't just a company who provides logistics for some of the biggest manufacturers in the world; they are a company built on trust, teamwork, and respect. This fast paced business was born in Phoenix, Arizona and employs roughly 21,900. Some of the hardest working employees include a dedicated team of catering professionals who strive to create a flexible and enjoyable experience for all the customers they serve.

The Challenge:

The temperature in the state of Arizona isn't the mildest; new comers often have trouble adjusting to the dry and intense heat. This was a glaring issue for the catering department at this location. Since they only have one central production location, they found they were missing a great deal of business because customers did not want to take the long walk in the heat to dine in another building.

In addition to the discomfort of walking in the heat, customers generally only have a short 40 minute lunch break. This factor results in many potential customers bringing bagged lunches due to time constraints. One other barrier that they wanted to overcome was being able to accommodate customers who don't have access to a computer or smart phone. The hard working catering team wanted to find a way to capture these missed opportunities, so they called in our help at CaterTrax!



Regardless of market segment, customers on average had a 15% growth in sales revenue, number of orders, and growth in the size of their orders after implementing a CaterTrax solution.

The Solution:

The unit management staff and the CaterTrax partner team put their heads together and analyzed the situation very carefully. Undoubtedly, the unanimous decision to help the catering staff would be to set them up with the CaterTrax Take-Out Module to help them overcome this business road block. The partner had one main production location that serviced a large corporate building, so they implemented one main zone to extend this service to their customers with cramped schedules. They started off in year one offering only salads and sandwiches, but they are currently also offering a variety of hot entrees in addition to the salad and sandwich options to better accommodate their customers who enjoy variety.

One person is specifically designated to fulfill online Take-Out orders on a daily basis. The majority of Take-Out orders that now make their business thrive are delivery orders, since customers are often glued to their desks. The CaterTrax partner ensures that they keep a constant eye on quality control, especially when it comes to hot food Take-Out orders. They take pride and care by insulating each hot food item with foil and styrofoam packaging.

The food items are then bagged and an invoice printed from the Take-Out system is stapled to the bag for easy identification. Delivery time standards are strictly enforced. All Take-Out orders are delivered within 30 minutes of being packaged to maintain freshness, temperature, and quality.

Although the CaterTrax Take-Out Module has enabled the partner at this location to bring their business operations to the next level, they wouldn't be such stellar examples of success without some other strategic business practices tied in. Their marketing campaigns have had a very positive impact on their financial success when they combined it with the CaterTrax Take-Out Module. Using punch cards, handing out business cards, and customer relationship building are just a few of the methods the catering staff employs to drive sales through their CaterTrax Take-Out Module.

The Results:

The CaterTrax partner has demonstrated that when integrating the CaterTrax Take-Out Module with a focus on above and beyond customer service, smart marketing, and observing food quality standards has left them with a winning formula.

Through their continued efforts in maintaining best practices with Take-Out, they have reported increased sales and daily new customer acquisition.

- *In year 1, sales from Take-Out orders alone averaged between 17 to 20 orders per day which translates to approximately \$500 per week.*
- *In year 4, they are now averaging around 40-45 orders per day which nets them roughly \$1,500 per week.*

In addition to this significant spike in profitability, they also consistently gain the business of at least 1 new customer per day. This will prove to be invaluable as undoubtedly, the number will grow over time when satisfied customers continue to spread the good word about the company's café.

This is a prime example of a business that continually innovates. In an attempt to service customers who do not have access to computers or smart phones, the catering staff at this location was not afraid to try something unconventional. As they say in business, risk comes with reward. They are currently looking into installing iPad kiosks in areas with non-technology connected customers who have high potential to convert to sales.

