

CASE STUDY: CORPORATE DINING

“CaterTrax was able to quickly provide us with a strong and adaptable Take-Out solution to meet our needs and better serve our customers.”

- Food Service Director

THE CLIENT

The foodservice department of a large capital equipment company on the West Coast which provides amenities to several thousand on-site employees.

CHALLENGE

Prior to 2020, the client ran a busy on-site catering operation. However, at the onset of the COVID-19 pandemic, all catered events were cancelled and 90% of their customer base went remote. The Food Service Director needed a solution to safely provide meals for the essential workers who remained on site.

SOLUTION

CaterTrax’s service and support teams worked closely with the client to implement one of their Take-Out functions, **Meal Replacement**, in less than two weeks. This allowed the client to:

- ▶ Provide a mobile pre-ordering experience for its customers
- ▶ Support on-site drop-off to customers
- ▶ Enable automatic order confirmation after payment by customer
- ▶ Offer highly customized ordering menus

RESULTS

CaterTrax’s **Meal Replacement** function enabled the client to quickly evolve their dining program to safely serve customers as they returned to the office in waves from mid-to-late 2020. After implementation, they reported the following results:



Within six months, the client saw a **54% increase** in the number of orders served daily



Their **delivery program** scaled smoothly and runs across 4 separate buildings in 16 different breakrooms



In 10 months, more than **12,000 meals** were ordered and received by on-site customers



Contactless online ordering eliminated the need to physically exchange cash



INTERESTED?

For details on how our suite of Take-Out functions can enhance your business, please email marketing@catertrax.com