

CASE STUDY



GRILLED SANDWICHES

<https://order.dangelos.com/>

CHALLENGE

- In early 2008, D'Angelo Grilled Sandwiches recognized they were lagging behind their competitors from an online presence.
- Online ordering was determined as a key part of their effectors to stay ahead of competition in their market.
- An integrated online ordering system became a requirement before a solution was implemented. All company stores used a 17-year old home-grown POS platform. This required finding an online ordering provider capable of helping D'Angelo build-out the integration into their POS system.

SOLUTION

- After an extensive RFP review, ONOSYS Online Ordering was selected as the company that would take D'Angelo online.
- With ONOSYS consulting the support teams of D'Angelo and ONOSYS combined their efforts to develop a custom interface that allowed for a complete integration into their home-grown system. Through a secure FTP integration orders were injected to each store's POS.
- To manage credit payments online, D'Angelo used the ONOSYS platform to partner with First Data, their credit card processor.
- D'Angelo rolled out online ordering to over 130 corporate locations within a week.

RESULTS

- D'Angelo Sandwiches now process over six figures in online ordering on a monthly basis.
- Average ticket size was 70% higher on online tickets vs. in-store orders.
- Customer created accounts allowing D'Angelo to build their loyalty and email marketing database. This list now has over 100,000 registered users.