

# CASE STUDY



[www.orderhungryhowies.com](http://www.orderhungryhowies.com)

## CHALLENGE

- Hungry Howies had grown past 500 locations nationwide and did not have a standardized technology platform.
- With several units using different POS vendors, Hungry Howie's needed to select a partner that would be able to work with all their franchisees and develop a program based upon on many varied requirement levels.
- Coupons & Specials were a large and rapidly changing component to the business so any online ordering solution had to be able to handle such requirements.

## SOLUTION

- After reviewing several vendors, ONOSYS online ordering was selected as a preferred online ordering solution provider.
- To help facilitate an easy rollout, ONOSYS build out a core menu and utilized the system's inheritance model. This allowed for the launch of new units to be both quick and cost efficient.
- A coupon library was developed so that individual franchisees could easily select the necessary coupons offered at their location.
- Individual locations were setup to receive orders via fax, IP Printer, Printer Manager Software, or POS integration, dependent upon each location's individual needs.

## RESULTS

- Within 6 months of system release to the franchisees, over 130 units are using the ONOSYS platform.
- Average franchisees are seeing monthly online sales reach \$3,000-\$8,000 within 3-6 months of launch.
- Average online tickets hover at \$24 versus \$14 in-store.