

CASE STUDY



Better Ingredients.
Better Pizza.

www.papajohnspizza.ca

CHALLENGE

- Papa John's Pizza (PZZA), the third largest pizza company worldwide, decided to offer online ordering capabilities to their international locations, but did not want to support such a program in-house.
- They had already developed a domestic solution in-house but looked for a partner to provide a system capable of handling international requirements, without all of the initial development, support and continual R&D required.
- With domestic locations doing more than 30% of business online, it began critical to find a company that could support the traffic they would experience in Canada.

SOLUTION

- ONOSYS was selected as the recommended vendor for all locations in Canada.
- The platform was customized to handle multiple layer taxing, address standardization, payment/currency optimization, and language requirements for all Canadian locations. The program is now available in both English and French.
- The use of IP printers allowed for a quick roll-out of their first international market to accept online orders in Canada.

RESULTS

- The launch of www.papajohnspizza.ca was received extremely well by Papa John's International customers.
- The stores have seen a 23% increase in ticket size and an increase in customer retention because of frequent re-orders.
- Within two years stores of launch the stores were seeing on average 15% of total sales come through online ordering.