

CASE STUDY



www.orderpizzapan.com

CHALLENGE

- Pizza Pan had grown from a just few units to its current amount of over 80 locations across Ohio, Michigan, Kentucky, & Pennsylvania.
- The company wanted a way to standardize their menu among locations and bring the latest technology innovations to their franchisees to help continue to facilitate growth.
- With the big three doing online ordering, Pizza Pan decided that providing such a solution to their customers would be a tactical move to stay competitive as they continue to grow.

SOLUTION

- Through a review of vendors, Pizza Pan decided on ONOSYS Online Ordering because of the systems' heavy usage in the pizza segment and ability to handle their by Buy 1 Get 2 pizza deal as well as multiple varied coupon offers.
- With no standardized POS among the stores, a non-integrated solution was determined to be the best method to delivery orders to the restaurants.
- To help get locations online faster, ONOSYS developed a system that gave Pizza Pan store owners the ability to sign-up their locations online quickly and be up and running within hours from the time of sign-up.

RESULTS

- Sales on the system have increased gross sales by over 50% each quarter for the past two years.
- The average online ticket is almost 30% higher than the standard call-in ticket.
- Moreover, Pizza Pan has been able to create a customer database of over 60,000 Pizza Pan Fans, which is used to support targeted marketing campaigns for maximum returns.