

# CASE STUDY



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

## CHALLENGE

- In 2005, Rascal House Pizza was one of the first local concepts in the Cleveland market to provide online ordering to its customers. All locations were around college campuses and business parks so the concept was perfect.
- At that time, their online ordering consisted of a one-page form that had little capabilities and could not be scaled for growth based on Rascal House's expansion plans.
- Rascal House also needed a solution that would allow them to capture customer data in a very easy manner and also give customer the capabilities of easy repeat ordering and account management.

## SOLUTION

- ONOSYS Online Ordering was selected as the solution for Rascal House moving forward because of its experience in the pizza segment and ability to integrate with SpeedLine POS. (ONOSYS is also a preferred partner with Speedline)
- To get all locations up and running in a timely manner, Rascal House launched with an IP Printer model that allowed the ONOSYS system to submit order right to the store level within a second of a person hitting the submit button.
- Additionally, Rascal House partnered with Authorize.net to process credits online and ONOSYS was able to easily integrate their payment gateway, allowing for safe, secure PCI compliant payments to be made at the time the order was placed.

## RESULTS

- Rascal House has seen their average ticket size increase by 20% from their last online ordering solution.
- Top locations began to generate \$8,000 in monthly online ordering on a constant basis within 6 months of launch.
- Rascal House has also seen repeat orders increase by 40% through the ONOSYS online ordering platform, increasing their ROI exponentially.