

CASE STUDY



<https://order.toppers.com>

CHALLENGE

- A majority of Toppers locations were found near college campuses and business areas. They needed a more effective means to reach out to their customers.
- Toppers identified that online ordering would be the perfect means to build on their strong client base which were primarily made up of customers in the age group of 18-24.
- Overall, Toppers locations are extremely high-volume meaning that their employees need to focus on better and faster service—not taking orders over the phone.

SOLUTION

- After a detailed vendor review, Toppers selected ONOSYS Online Ordering because of its abilities to integrate with Toppers' Vision Platform and for its ability to be customized by Toppers.
- With ONOSYS consulting the development teams at Intura & ONOSYS were able to build an integration that feeds orders into each location's POS, so that no operational changes were required.
- Toppers marketing is known for its corky messages so ONOSYS customized the platform with the help of their marketing agency to keep the brand message consistent.

RESULTS

- Toppers launched online ordering system-wide for 26 locations from day one.
- Results were immediate; within fifteen minutes of launch several stores received their first orders.
- Average customers online spends 20% more than call-in customers.
- In less than 2 years online ordering makes up more than 15% of total sales.
- Top locations are doing more than \$30,000 in monthly sales online.