

Toppers Pizza

Problem:

Toppers pizza chain knew they were behind the times. The majority of their stores are located near college campuses, yet they felt there was more they could do to reach their target clientele. Because their stores are extremely high-volume, Toppers needed their employees to focus on better, faster service—not taking orders over the phone. Realizing that online ordering could be the perfect solution to all of their concerns, they turned to the ONOSYS Online Ordering System.

Approach:

ONOSYS addressed Toppers difficulties by streamlining their overall order processing. The best solution for the chain's needs was to integrate online ordering into their Intura point of sale (POS) system. Once the ONOSYS system was in synch with their computer systems, we were able to work together to develop a powerful combination of methods so that Toppers could make the most of their online ordering.

First, we worked side by side with Toppers marketing firm to lay out the most user-friendly design that delivered the brand's message. This online ordering site linked to Toppers main web page and was created by ONOSYS to promote brand recognition, as well as to enhance Toppers online presence.

Result:

Every location of the Toppers chain rolled out ONOSYS' Online Ordering System simultaneously and seamlessly. Results were immediate. Within fifteen minutes of launch, orders started pouring in. Within two months, Toppers saw over 9% of their sales online, with the average ticket size 20% higher than in-store.

In addition to implementing an online ordering system, Toppers took extra measures to ensure online ordering would be a success. Their marketing firm utilized advertising measures such as banners, the new website, coupons, in-store promos and grass roots marketing so all customers would know about the option to order online. Their recorded answering service and on-hold service both advertized online ordering to customers over the phone. Because of their excellent marketing tactics, the chain's numbers continue to grow by leaps and bounds, and ONOSYS is pleased to have played a significant role in the astounding success of Toppers online ordering.