

2020 / CASE STUDY

# How Order Solutions Increased a Major Fast Casual Chain's Average Order Size by 16% in Under 45 Days

## The Challenge

One of the top 25 largest fast casual chains in the world was faced with several significant problems. Their employee turnover had reached an all time high, food labor costs were increasing, and on top of that they were experiencing more competition than ever before. Their in house employee's were frustrated multitasking, having to answer the phone and attend to the flood of guests coming into their restaurants.

This resulted in thousands of missed phone orders which meant they were missing out on a great deal of revenue.

The restaurant recognized that they needed to do something different to find an edge over their competition and to make their employee's happier.

The national chain found Order Solutions to partner with in hopes to streamline their call in orders and have them focus on up-selling over every call and making sure that every call was answered with a friendly voice.

Order Solutions suggested to do a small test pilot at a few of their corporate locations to minimize the risk and show the potential ROI from a partnership at scale.

# Putting a Team in Place

Order Solutions committed to turning things around for this company by sending the director of training to work inside one of their restaurants to learn what it was like running one of their restaurants.

Additionally, Order Solutions recreated the culture of the brand within their call center so that reps could sound like they were seasoned team members of the restaurants.

Upon returning back to Order Solutions' headquarters the director of training handpicked a team of reps that had restaurant experience and started holding intense training sessions. Each rep spent a great deal of time learning the details of the clients systems and worked directly with the client to determine which items were the best up-sells to pitch.

The client services manager built and optimized scripts from conversation with the client so that reps could test different items to up-sell to see what yielded the biggest return on investment to the restaurant.

The team designed a training and role playing strategy to virtually cover every scenario possible for a takeout order.

It took Order Solutions' restaurant call center team two weeks to get through the learning curve and become expert representatives of their clients brand.



**Learn Your  
Company Culture**



**Implement  
Into Scripts**



**Become Expert  
Representatives**



# Delivering Impressive Results

Reps began taking calls at a five of the clients restaurant locations and each week their performance improved. The first couple of weeks the reps were still learning the menu but already generating better results than the client's in house ordering process.

After week three of taking calls, Order Solutions' restaurant call center teams performance skyrocketed and started up-selling successfully on over 30% of every call they handled. By the end of

## 30%

**Increase in Upsells  
at Week 3**

## 50%

**Increase in Upsells  
at Week 5**

## +16%

**Increase in Average  
Order Size**

week five, the reps had become absolute experts behind the clients brand and menu and were successfully up-selling on over 50% of every call they handled.

This translated into an increased average order size of over 16%, shorter hold times, less abandoned calls, and much improved customer experience.

The client was very satisfied with the results by the end of the pilot and has

now scaled up the partnership. Order Solutions has now become the official company to represent their take out line of business nationwide.

The client and Order Solutions have been working hand in hand to lay out a strategic plan to scale call center services across hundreds of their corporate locations and then in the future rolling out to their franchisee locations as well.