

2020 / CASE STUDY

# How Order Solutions Increased a Fast Growing Barbecue Chains Average Order Size by 21% in Under 90 days

## The Challenge

One of the fastest growing barbecue chains in the United States had felt extremely frustrated. They had previously worked with a competing restaurant call center firm and were disturbed by their quality of service.

They were upset how their past vendor's agents were not well trained on menu items and their overall lack of professionalism. They were desperate to find a better solution and were experiencing high abandoned phone orders.

At the time their average phone order size was \$32.35 and they were hoping that a new call center partner could increase it by an additional 10%.

Order Solutions suggested on-boarding 15 locations at a time every few weeks so they could scale up rapidly while improving their guest experience. Order Solutions took on a combination of both corporate stores as well as franchises.

# 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.



**Recreate Your  
Company Culture**



**Test Upsells  
For Best ROI**



**Scenario Based  
Training**

# Delivering Impressive Results

Reps began taking calls at a 15 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 50% of every call they handled.

**+47%**

Increase in Upsells  
from Week 3 to  
Week 6

**+21%**

Increase in Average  
Order Size

By week six , the reps had become absolute experts behind the clients brand and menu and were successfully up-selling on over 47% of every call they handled.

This translated into an increased average order size to \$39.70 which was an increase of over 21%, 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 national 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 all of their corporate locations and franchisee locations as well.