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CASE STUDY – JERRY'S SUBS & PIZZA AND TAKEOUT TECHNOLOGIES

“Using this technology, I'm going to continue to build this business.” That's the bottom line according to Dana Siller, Director of Corporate Marketing at Jerry's Subs & Pizza (www.jerrysusa.com). Six months ago, Jerry's implemented online ordering through TakeOut Technologies (www.takeouttech.com) and results have far exceeded expectations.

Siller has been with Jerry's for 23 years and has watched the evolution of the restaurant business, especially in the multi-unit operator and franchise sectors. “I remember when the big breakthrough was the ability to fax out menus to customers and have them fax orders back. We never got into that; it seemed too labor intensive and not streamlined,” he said.

Over the last few years Siller monitored the growth of online ordering and began to consider it for the company's 65 locations in the mid-Atlantic region. The company originally tested out two locations with a more low-end provider and unfortunately that's what the company got – a low-end product.

“If we were going to roll this out systemwide we realized we had to go with someone who knew how to create a user-friendly interface for our customers that was easy to implement across locations,” Siller said. Jerry's launched online ordering with TakeOut Technologies in late 2009 and since the introduction, online sales have grown each sequential week.

The company has updated menus with the new online ordering capabilities and in-store posters, counter cards and flyers were distributed to all locations alerting customers to the new service.

Adding online credit card payments to the ordering process has boosted check amounts even more. Jerry's did a test – ran the numbers of two comparable locations, both offering online ordering and delivery, with one allowing online payment via credit card and one that was cash only upon delivery. The results spoke for themselves – an average check increase of 35% on those orders with credit card payments. “It's crazy at this point to have online ordering without credit card processing,” Siller added.

Beyond the increase in sales and per check averages, the data mining Jerry's is able to do with TakeOut Technologies is invaluable, according to Siller. At any time, he can run reports indicating which customers are frequent orderers, which have ordered once but not repeated and which signed up for their e-club but never placed an online order, and develop an email marketing message to match.

“Online Ordering has been an excellent investment for our company, a real value,” he concluded. “There are so many uses to the information I am able to collect, it's almost limitless.”

About TakeOut Technologies

Born out of Restaurants in the Run in 1993, TakeOut Technologies is an industry leader and innovator in the development of technology solutions for multi-unit and chain restaurant operators throughout the United States. The company has created a unique branded online ordering system that integrates seamlessly with clients' web sites and existing POS systems.

Clients such as Marie Callenders, Jerry's Subs and Pizza, Claim Jumper, Wolfgang Puck and countless others use innovations created by TakeOut Technologies to speed their take-out, delivery and curbside business dramatically. The company has also expanded its technology offerings to give clients the tools needed to analyze customer trends and create email campaigns to maximize web traffic. More information about the company and its expertise can be found at www.takeouttech.com.

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