BiznessApps

Case Study

BIZNESSAPPS PARTNER HELPS PIZZA CHAIN GENERATE OVER $150K IN MOBILE REVENUE

BY THE NUMBERS

Mobile Orders
9000

Hours Saved
750

Revenue Increased
$160,000

Chris Ake founded Grand Apps in 2011 after partnering with BiznessApps. He knew the platform's mobile ordering feature would be key for his business. Grand Apps' most successful app was built in late 2013 for Mario's Pizza*, a local pizza chain in need of a mobile solution.

WITH THE RIGHT APP, YOU CAN TRANSFORM YOUR BUSINESS

Mario's management knew mobile ordering was their future — but didn't know how to implement it. Faced with the challenge of finding a developer, they lucked out when Grand Apps came calling.

The app immediately took off, with downloads steadily increasing every month. They cancelled their Grubhub account after seeing that the app was a much better option. They could use push notifications to increase customer interaction and retention went through the roof. But the mobile ordering feature was the best part of the app — the convenience and ease of use encouraged customers to keep ordering.

> Mobile ordering, especially with a credit card, allows for impulse buying and higher price points, in turn leading to higher revenue.

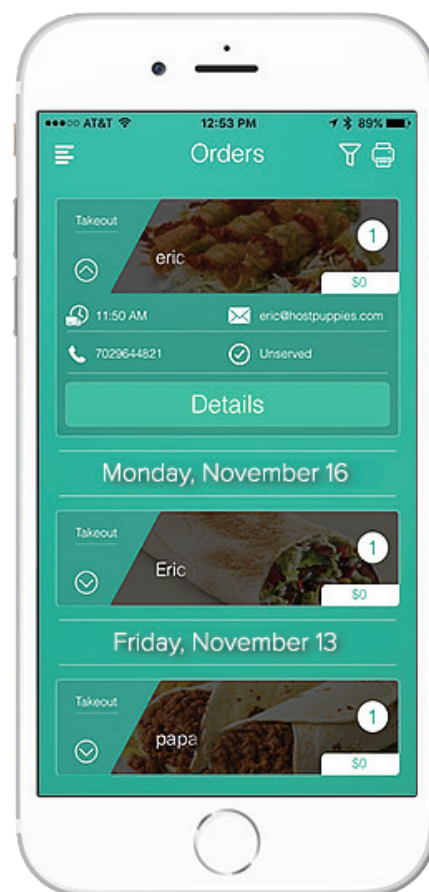*Name of the pizza chain changed to preserve the white label solution.

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PARTNER WITH BIZNESS APPS AND INCREASE SALES

Mario's has received over 9,000 orders to date. The average cost per transaction is $18 at Mario's, meaning they've made over $160,000 through mobile app orders alone. To add to this, Mario's is maximizing the efficiency at which they're processing orders. Prior to working with Grand Apps it would take employees five minutes to process incoming orders. With the app in place the same interaction happens instantaneously, which equates to 750 hours of time Mario's was able reallocate to more important things like improving customer service.

MOBILE APPS FOR BUSINESSES MADE EASY

Mobile ordering perfects the buying cycle allowing restaurant owners to leverage their customers' time instead of their employees. Plus, when customers order, they're not considering price. Because of the convenience, they just want their food to be delivered quickly.

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LEARN MORE

To learn more about how IgniteTech's BiznessApps solution can help your organization create a mobile app, visit ignitetech.com/biznessapps.

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