CASE STUDY

EGGS UP

Streamlining Menu Integration for Online Ordering Platforms: A Case Study of Eggs Up Grill

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Introduction:
Eggs Up Grill, a multi-location management (MLM) organization, faced challenges in maintaining consistent menus across their in-house operations and online ordering platforms. This case study explores the issues they encountered, the impact on customer experience, and the resolution implemented to mitigate these challenges.

Issue:
Eggs Up Grill needed assistance in managing their menus both internally and on their online ordering platforms, particularly on the OLO platform. The creation of different restaurant groups led to the requirement for new versions of menus. Unfortunately, the differentiation of menus caused conflicts and inconsistencies on their online ordering platforms.

Impact of the Issue:
The conflicting menus on the online ordering platforms resulted in several significant problems. Customers placed orders at restaurant locations that did not offer the items included in their orders. Additionally, some customers experienced difficulties adding items to their online shopping carts, leading to incomplete online orders. These issues negatively impacted customer satisfaction and potentially resulted in loss of revenue for Eggs Up Grill.

Resolution:
To address the menu integration challenges, a comprehensive approach was undertaken. The following steps were taken to resolve the issue:

1. Menu Analysis: The menus on the Toast and OLO platforms were carefully examined to identify inconsistencies in the configuration and input of menu data between the two platforms. This analysis helped pinpoint the source of the conflicts and discrepancies.

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2. Documentation and Spreadsheet Creation: A detailed spreadsheet was created to document all duplicate modifier groups, including their respective modifiers, nested modifiers, item names, and prices. This comprehensive spreadsheet served as a centralized reference for menu hierarchy levels, ensuring consistency across platforms.

3. Training and Information Sharing: Screenshots and detailed training materials were provided to Eggs Up Grill to guide them through the process of identifying and resolving menu integration issues. This documentation equipped the restaurant staff with the knowledge required to address similar issues independently in the future.

Source of the Issue:
The primary source of the issue was the lack of synchronization between the Toast and OLO platforms. As different restaurant groups were formed, new versions of menus were created, leading to inconsistencies and conflicts when integrating menus across platforms. This misalignment resulted in incorrect or incomplete menus being displayed on the online ordering platforms.

Prevention Recommendations:
To prevent similar issues from occurring in the future, the following recommendations were provided to Eggs Up Grill:

1. Regular Menu Audits: Conduct periodic audits of menus on both in-house systems and online ordering platforms to ensure consistency and accuracy. This includes verifying that any changes made to menus internally are promptly reflected on online platforms.

2. Streamlined Menu Integration Process: Develop a standardized process for menu integration across platforms, taking into account the specific requirements and constraints of each platform. This process should involve cross-functional collaboration between the restaurant staff, IT team, and any third-party service providers.

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3. Robust Training and Communication: Provide comprehensive training to all relevant staff members on menu integration procedures and best practices. Regularly communicate any updates or changes to ensure everyone is aligned and aware of the correct menu configurations.

RESOLUTIONS

How it was resolved:

Rebuilt the menu and had people onsite at all locations to test and troubleshoot once the menu was swapped over. Had to tweak the routing and item routing rules for the bar and take out. Location managers were no longer able to make changes to the back end.

How to prevent Issue from happening:

We recommended allowing location management to have limited ability to what they can do in the Toast back end. When a new location gets added to a MLM any menu edits or versioning should be approved by

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