Sora
PARTNERS

CASE STUDY

EGGS UP GRILL®

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CHALLENGES

- **Menu Inconsistency:** Eggs Up Grill, a multi-location restaurant group, encountered difficulties maintaining consistent menus across their in-house operations and online ordering platforms, particularly the OLO platform. This inconsistency stemmed from a lack of centralized management and synchronization between their Toast point-of-sale (POS) system and the OLO online ordering platform, leading to menu discrepancies.

- **Negative Customer Impact:** Customers placing online orders encountered situations where desired items were unavailable at their chosen location due to menu discrepancies. They also experienced difficulties adding items to their online shopping carts, potentially leading to incomplete orders due to missing or inaccurate menu information. Overall, these challenges negatively impacted customer satisfaction and resulted in lost revenue for Eggs Up Grill.

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SOLUTIONS

- **Menu Discrepancy Analysis and Rebuild:** We reviewed menus across both Toast and OLO platforms, pinpointing configuration and menu data entry inconsistencies. A complete menu rebuild was undertaken, followed by on-site testing and troubleshooting at all locations to ensure a smooth transition.

- **Centralized Menu Management and Auditing:** To prevent unauthorized modifications and maintain consistency, we limited location managers' access to back-end menu editing functionalities within Toast. We recommended a system of menu edit approvals to ensure consistency across the restaurant group and the implementation of periodic audits for both in-house and online menus.

- **Standardized Integration Process:** We developed a standardized process for menu integration across all platforms, considering each platform's specific requirements and limitations. This streamlined approach ensured consistent and efficient menu management. To equip Eggs Up Grill staff with the knowledge to address future menu integration issues independently, we provided them with detailed training materials.

CONCLUSION

Eggs Up Grill partnered with SORA Partners to address the menu inconsistencies plaguing their in-house operations and online ordering platforms.

Key Achievements

- Eliminated menu discrepancies, ensuring consistent menu offerings for customers regardless of ordering method.
- Equipped staff with the knowledge and tools to manage future challenges independently.
- Established a proactive auditing process to maintain ongoing menu consistency and accuracy.
- Improved customer satisfaction by ensuring online menus accurately reflect available offerings at each location.
- Reduced the risk of order errors and incomplete online orders.