

Learn how our Catering Solution increased efficiency, accuracy, and customer satisfaction at a busy on-site catering operation.

The Profile: On-site catering operation

This catering operation is located at the North Carolina site of an industry-leading R&D company in the health care field. Its core businesses include pharmaceuticals, vaccines, and consumer health. The company employs 97,700 people in 140 countries.

The Challenge: Managing a paper-based ordering system

Serving hundreds of customers and taking hand-written orders over the phone was running the catering staff ragged. With frequent visitors from other sites, the schedule was constantly changing. The catering supervisor was spending hours on the phone, going over the menu, taking new orders, and updating existing ones. Hours that would have been better spent performing other tasks.

Juggling order slips, invoices, and a calendar meant chasing pieces of paper to keep the operation running. The opportunity for error was huge. And when customers disputed menus, dates, or charges, there wasn't a reliable record.



The CaterTrax Effect

Since implementing the Catering Solution, this site estimates they are

- **75 – 100% more efficient**
- **75 – 100% more accurate**
- **Saving 10 – 20 hours each week**

The Solution: Catering management software with online ordering

After hearing from a colleague that the CaterTrax Catering Solution can improve efficiency and increase accuracy, the general manager decided to implement our web-based solution at this catering location.

Empower customers with online ordering

A fully-hosted ordering website gives customers all of the information they need. Ninety percent of orders are placed online without a phone call. With ordering accounts, customers can place orders anytime, confirm order details, request changes, and repeat orders—all online.

Get staff off the phone

Manning the phones is no longer a part of the workflow. With fewer interruptions, the catering staff is free to perform other vital tasks. They are able to focus on preparing orders to customer specifications, which has increased customer satisfaction.

A reliable system of record

Errors have been virtually eliminated. Not only are orders clearer, so is accountability. Customers receive confirmation messages via email. In the past, customer disputes would interrupt workflow and stress an already busy staff. Now if there are disputes, there is a clear record to reference.

Results: Improved time and order management

Rather than managing the day-to-day with pieces of paper, the catering operation is running more efficiently with our Catering Solution. Online orders automatically populate TRAX Platform calendars and generate corresponding kitchen sheets and invoices. Dynamic calendars allow staff to easily see the orders for the day, week, or month. Kitchen sheets make every order clear, ensuring they are prepped on time and to specifications. And editable invoices save time on billing while ensuring every item is billed correctly.

Managing a changing schedule is no longer a hassle. Color-coded pins mark the status of each order on the calendar. Staff can see new orders and orders with changes at a glance. Once approved, order changes automatically update kitchen sheets and invoices, saving time and increasing accuracy.

“Everything is easier with CaterTrax. I wouldn’t trade it for anything!”

*- Anita Daniels,
Catering Supervisor*

Call Us Today for a Personalized Live Demo
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