cartwheel + P.F. CHANG'S

Self-Delivery Benefits Outweigh Costs

CHALLENGE:

Scaling an in-house delivery program from catering to on-demand deliveries is a logistical nightmare.

SOLUTION:

Thanks to new software platforms like Cartwheel and Olo, deploying self-delivery has become easier than ever.

P.F. CHANG'S

P.F. Chang's is the first internationally recognized multi-unit Asian culinary brand with more than 300 restaurants in 23 countries offering takeout and delivery.

KEY HIGHLIGHTS

Consistent boost to revenues

Improvement in overall customer satisfaction

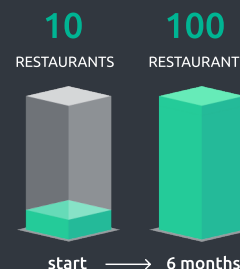**Substantial retention of delivery business**

Increases in order frequency and average check size

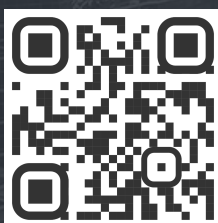**The overall benefits of self-delivery outweigh costs**

P.F. Chang's has rolled out Cartwheel for self-delivery to 100 locations within just 6 months after a successful pilot.

10 RESTAURANTS

100 RESTAURANTS

start ⟶ 6 months

"Cartwheel allows us to handle the highest priority orders with self-delivery, ensuring the experience is seamless, delivered with P.F. Chang's hospitality and encouraging the customer to return for repeat deliveries, through our native ordering platforms."

CANDICE BARNETT
Vice President Off-Premises
Dining at P.F. Chang's

BOOK A MEETING

cartwheel

A state-of-the-art delivery management software, built for on-demand to make every delivery profitable and simple.

www.trycartwheel.com
chadwick@trycartwheel.com

olo

Olo is a leading on-demand commerce platform powering the digital transformation of more than 500 restaurant brands.
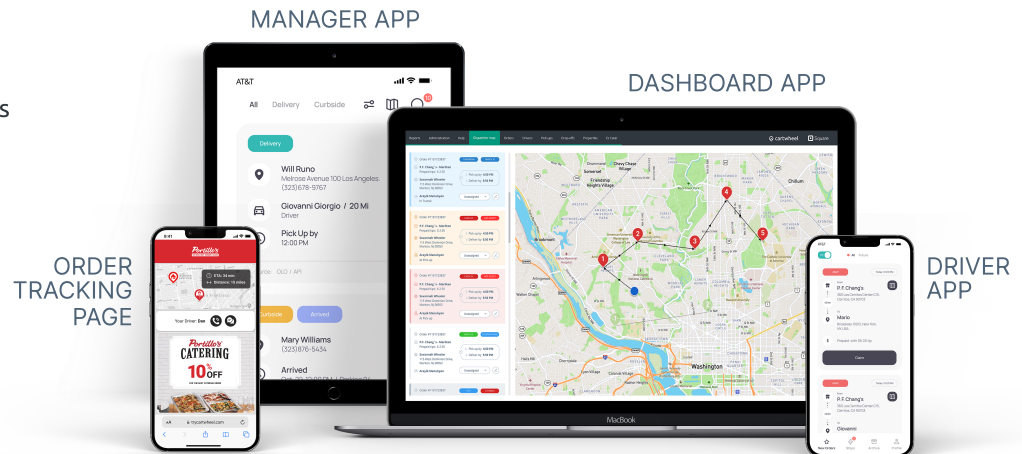
www.olo.com
sales@olo.com

MAKING EVERY DELIVERY PROFITABLE

cartwheel

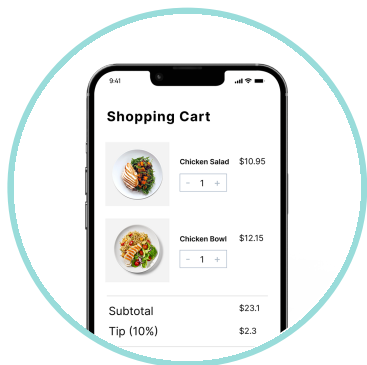## CARTWHEEL PRODUCTS AND FEATURES

Cartwheel features allow you to increase repeated orders, streamline your operations, save on costs and get access to new revenue streams. For in-house, outsource and hybrid deliveries.

- Smart dispatch filters
- In-house fleet management tools
- Predictive ETAs
- Seamless Integration
- Real-time order tracking
- Proof-of-delivery tools
- Feedback collection

MANAGER APP

DASHBOARD APP

ORDER TRACKING PAGE

DRIVER APP

HYBRID DELIVERY

Customer places an order online

Shopping Cart

Chicken Salad	$10.95	− 1 +
Chicken Bowl	$12.15	− 1 +
Subtotal		$23.1
Tip (10%)		$2.3

Order doesn`t fit the rules

cartwheel

Checking the order against restaurant`s pre-set rules

Order fits the rules

restaurant + cartwheel

Restaurant does in-house delivery using Cartwheel`s apps
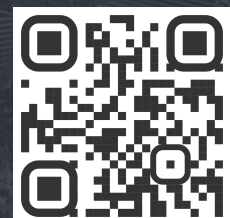
THE BEST DSP AVAILABLE

Order is automatically routed to third-party drivers

Power in-house drivers while using third-party fleets as backup:

- set your rules (order value, distance, driver availability)
- based on pre-set rules, Cartwheel automatically dispatches orders to in-house or third-party fleets