



# CATERING DONE RIGHT: 930% INCREASE IN TIPS

## ABOUT THE COMPANY

Illegal Pete's is a Colorado-based group of quick-service, fast-casual "Mission Style" burrito restaurants.

Illegal Pete's has been providing catering services using in-house drivers since 2001. Last year, the brand implemented Olo to power its online ordering and Cartwheel to enhance delivery management.

## FEATURES IMPLEMENTED



Branded driver tracking link



Delivery polygons



Tip reporting

	3 MONTHS <b>BEFORE</b> SWITCHING TO OLO & CARTWHEEL	3 MONTHS <b>AFTER</b> SWITCHING TO OLO & CARTWHEEL
Orders	379	565 (+49% ▲)
Orders with tips	24 (6%)	482 (+85% ▲)
Average order value	\$477.20	\$530.90 (+11% ▲)
Average delivery fee	\$47.72	\$53.09 (+11% ▲)
Average tip	\$5.51	\$56.80* (+930% ▲)

\*Doesn't include cash tips

## THE OUTCOME

Illegal Pete's streamlined their customer tipping process. Cartwheel & Olo gave the brand a cashless tipping system which made splitting tips between all non-salaried employees easy. This saved accounting a lot of time and reduced employee turnover.



**JESSE THEILMAN**

Catering Manager at Illegal Pete's

*"We consider Cartwheel to be a critical piece in being able to put catering online through Olo. For us, one could not exist without the other as we have all in-house deliveries on our caterings."*



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

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[trycartwheel.com](http://trycartwheel.com)



Olo enables restaurants to scale online ordering and delivery, make data-driven business decisions, and personalize the guest experience.

[olo.com](http://olo.com)