

CATERING DONE RIGHT: 930% INCREASE IN TIPS

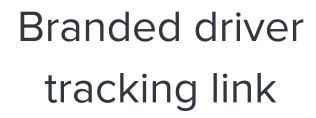
ABOUT THE COMPANY

Illegal Pete's is a Colorado-based group of quickservice, 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







Delivery polygons



Tip reporting

	3 MONTHS BEFORE SWITCHING TO OLO & CARTWHEEL	3 MONTHS AFTER 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."

cartwheel

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



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

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