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This is how digital hospitality is done.

Portillo's, a Chicagoland icon and industry darling of efficiency and sales per location knew they couldn't unlock additional sales without adding digital. See how this beloved brand made the leap into the on demand world while staying true to the pencil-and-paper ordering methodology that built their success.

First, a launch timeline.

The foundation came first: operational excellence, testing, testing, and more testing. Then, just note what happens for a brand that truly committed to marketing and PR. The rest is history.

MONTHLY DIGITAL SALES / STORE

JULY 2016
App and .com ordering go live; no active marketing

MAY 2016
Digital testing

SEPT 2016
In-store marketing, fan surprise & delight

AUG 2016
Marketing/PR push

MAY 2017
Delivery trial begins

NOV 2017
National delivery goes live

JAN 2018
Digital promos continue

It pays to be unafraid of digital in an elaborate QSR model.

Not long ago, mobile ordering for drive-thru restaurants was considered crazy by most. Portillo's made it happen while keeping the brand's classic aesthetic that keeps fans obsessed.

2X PORTILLO'S AVERAGE OLO TICKET IS DOUBLE THE SIZE OF IN-STORE TICKETS

Portillo's fused analog and digital in operationalizing the new ordering platform.

SITUATION

Portillo's AUV, or sales per store, is the envy of the restaurant industry, at over $9 million dollars per location each year. Despite all meals being freshly made-to-order, the brand is a model of QSR efficiency with a dual drive-thru and hospitable order expeditors operating in a consistently high volume environment. Portillo's needed a digital solution that was fully integrated to their stores within the Aloha POS environment and within the proprietary shorthand ordering codes and systems they'd been building since 1963. Olo and Portillo's worked together to build ordering interfaces that spoke their operational language.

RESULTS

"It was important to us to maintain our brand identity as we expanded our digital offerings. The Olo team was able to work with us to create a unique product that is unlike any other." –Keith Kinsey, CEO

Adding direct and approved third-party delivery sent sales soaring.

SITUATION

The Portillo's digital launch was exceeding expectations in a takeout environment and the brand began the natural progression into digital catering and delivery they'd been eyeing all along. Operationalizing takeout was solid groundwork for the next phase of off-premise: delivery. Portillo's first leveraged direct delivery on their app and .com sites, allowing third-party Delivery Service Providers (DSPs) to bid for customers' orders with Dispatch. While direct delivery is the primary preferred channel for Portillo's, they also saw value in converting new guests via marketplaces like DoorDash, and have integrated third-party orders in with control through Rails.

RESULTS

"We considered several delivery options and ultimately we ended up with a great blend of accepting delivery orders on our platforms and delivery partner sites, and outsourcing the delivery aspect to trusted partners." – Nick Scarpino, VP of Marketing
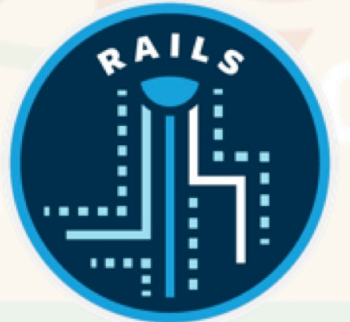
This is how Portillo's mastered it all.

1 **STORES ARE DIGITAL-READY.**

Pickup is always speedy for takeout guests and delivery couriers, who use special delivery parking spots.

2 **INTERFACE TO ALL ON-DEMAND GUESTS THROUGH A SINGLE CHANNEL.**

Portillo's can control order flow, menus, and guest data through a single valve regardless of where orders originate. This will become even more mission critical as more orders shift to digital over time.

3 **DELIVERY TERMS ARE OPTIMIZED FOR THE BRAND AND THE GUEST.**

Have you ever imagined having food delivered faster than you could go get it yourself? It's a reality for many Portillo's guests. They've negotiated flat pricing within a designated radius of stores. Portillo's subsidizes part of the fee, preserving the lowest price guarantee for ordering direct. Orders are listed on DoorDash's marketplace for supplemental orders in exchange for better Dispatch coverage.

4 **NO THIRD-PARTY ADVERTISING ALLOWED.**

Many brands' digital programs are in a losing game with third-party marketplaces, who are funneling heavy advertising budgets into branded keywords. Portillo's structured their agreements to block third-party CPC advertising – why should they hand over loyal guests to marketplaces and pay a premium for it?