



USE CASE

INCREASING ORDER SIZE WITH STRATEGIC UPSELL REPORTING

Upselling is a practical way to positively impact the profitability of restaurants by increasing order sizes and encouraging purchases of high margin items. An upsell occurs when a customer has committed to making an initial purchase and is strategically persuaded to purchase additional items or upgrade their purchase through suggestive selling. Increasing order size through a comprehensive upselling strategy requires the ability to accurately measure the success of the upselling efforts to identify potential process improvements and associate training gaps.

Challenges

One of America's largest fast casual restaurant chains needed greater visibility into the results of their upselling efforts. In particular, management wanted to measure the effectiveness of a bakery display located near the cash register. The desserts and baked goods in this display yielded high margins and were strategically placed to encourage customers to make impulse bakery purchases at the point of sale. Without sufficient reporting, it was impossible for managers to monitor adoption, measure success, and make improvements to the upselling strategy.

Solution

Utilizing the granular reporting of Agilence's data analytics platform, Operations and Sales executives were able to produce various reports showing the immediate impact of bakery upsells by showing a significant increase in average order size and margin. Reporting was also easily produced that showed bakery upsell performance by region, location, and associate, leading managers to identify various training opportunities to further improve the strategy's effectiveness.

Benefits By the Numbers

- Reporting revealed an opportunity to increase sales by nearly \$35 million annually through the optimization of bakery upselling strategies.
 - Granular reporting highlighted bakery sales performance by region, location, and associate, leading managers to identify various training opportunities to improve upsell performance and meet enterprise-wide upsell performance goals.
- The restaurant chain saw a 33% increase in average order size when comparing transactions that include bakery and dessert items versus those that did not.

The right data tools can help restaurant operators optimize sales and upsell strategies to increase order size. One of the largest fast casual restaurant chains in America used the reporting capabilities of Agilence's data analytics platform to fine-tune their strategic upselling initiatives and boost profits and margins across over 2,000 locations.