



CASE STUDY

Captain D's Expands Delivery Without Impacting Restaurant Operations

Introduction

Throughout Captain D's more than 50-year history, they have prided themselves in always working towards providing guests with the best experience possible. When it came to offering their delicious seafood menu on third-party marketplace apps, they knew they needed support from a technology partner—and Chowly was the only solution fit for the job.

230
corporate

locations
launched in
under 90 days

25+
franchise

locations
launched in
under 90 days

"We were looking for a way to expand delivery to more restaurants and bring on more delivery service providers. Accepting orders on multiple tablets and manually entering those orders into our POS was impacting our operations and guest experience. With the delivery orders now going straight to our KDS and accurately accounted for in the POS, our team members can focus on taking care of our guests."



Sean McAnally
Chief Information Officer

The Situation

Captain D's decided to offer delivery in a few test markets in 2018. Based on the success of those tests, Captain D's added delivery service providers to additional markets. As more locations and providers were added, new challenges were introduced. Orders first needed to be accepted on the tablet, then manually entered into the POS to be fulfilled. Captain D's wanted to add more marketplaces for each restaurant but was not willing to do that if it was going to impact their existing guests. However, they also understood the benefits of adding more delivery services. They needed a way to do both.

1. **Eliminate order inaccuracy issues related to manually entering orders.**
2. **Add more delivery services with minimal impact on their operations.**
3. **Automate menu maintenance for delivery marketplaces.**

Using Chowly's SDK, Captain D's can now inject third-party marketplace orders into the POS system seamlessly. One of the biggest benefits of Chowly's SDK is the accelerated timeline for launching new marketplaces. Captain D's was able to roll out the Chowly integration at hundreds of locations in under 90 days.

Chowly's capabilities do not stop there. Each Captain D's location can make menu updates directly in the POS, syncing changes in real-time to the third-party marketplaces. This gives operators the peace of mind that their menu is accurately listed and priced, without spending numerous hours manually managing their digital menus.



185

Captain D's locations were able to add Postmates as a third-party delivery partner without adding a single tablet.

Headquartered in Nashville, Tenn., Captain D's has more than 530 restaurants in 23 states. Captain D's is the nation's leading fast-casual seafood restaurant and was named the #1 seafood chain in the QSR 50, ranked by AUV. Founded in 1969, Captain D's has been offering its customers high-quality seafood at reasonable prices in a welcoming atmosphere for more than 50 years. Captain D's serves a wide variety of seafood that includes freshly prepared entrees and the company's signature batter-dipped fish. The restaurants also offer premium-quality, grilled items such as shrimp, Tilapia, and Salmon, as well as hush-puppies, desserts, and freshly brewed, Southern-style sweet tea, a Captain D's favorite.



*For more information, please visit
www.captainds.com.*