



CASE STUDY

How Sonic increased revenue and streamlined reporting with Chowly.

↑ **\$8,000**

additional revenue
added per month
since May 1, 2020

“ Once we saw how delivery took off for our brand, we knew it was worth it to invest in Chowly’s technology. Now we have all delivery services on one platform and we are no longer missing out on orders.

Denise Lee, Owner of Keystone Restaurant Group

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Introduction

When Keystone Restaurant Group implemented third-party delivery services in January of 2019, they were not sure how delivery would perform for their brand, which consisted of nine Sonic drive-in locations. About six months into their third-party marketplace journey, the delivery services were exceeding expectations at the drive-ins. Although the delivery platforms were producing great results at Keystone’s Sonic locations, there were some roadblocks that the brand faced on both a store level and at the corporate level, so they partnered with Chowly to streamline this operation.

The Situation

Without a third-party integration solution, store operators were bogged down with tablets. The brand’s locations were built to support Sonic’s drive-in model, so finding an open countertop to house delivery tablets in such a compact building was always a challenge. This meant managing the tablets often fell to the wayside and Sonic employees were not able to accept and confirm third-party orders in a timely manner.

At the corporate level, each month when it came time to reconcile the orders, there was little transparency into where the cancellations and refunds were coming from. It was very difficult to identify the root cause of cancellation. There was no concrete procedure to identify if a canceled order was the result of a tablet turning off, an order not being confirmed quick enough, or if it was just not fulfilled all together.

It was these challenges combined, that Keystone Restaurant Group knew it was time to streamline delivery operations, otherwise they would continue to miss out on serving valued Sonic customers.

The Solution

Chowly began working with Keystone Restaurant Group at the start of 2020. Within one week of integrating with Chowly, Keystone Restaurant Group owner, Denise Lee immediately noticed an uptick in off-premise performance. Soon after successfully launching Chowly at three Sonic locations, the pandemic struck. The average delivery order size grew from \$10-11 a ticket to \$30-\$40 a ticket, making it more crucial than ever for the brand to accept and fulfill every order possible. Keystone Restaurant Group immediately onboarded Chowly at the remainder of their Sonic locations.

The Result

↑ \$8,000 **Added Monthly Revenue**

After integrating with Chowly, Keystone was able to add on Postmates and other local services without hesitation. This allowed Sonic to add an additional \$8,000 in revenue per month over the last three months.

