

How Adding Custom Online Ordering Led to Record Breaking Pizza Sales with EZ-Chow

RESULTS

Seamless online ordering without the kiosk clutter

“EZ-Chow & Omnivore’s POS-integrated online ordering helps our employees make less mistakes and helps us keep up with the times.”

— Joe Bompartito, Owner/Operator

THE RESTAURANT

Based in Ft. Pierce, FL, Goodfellas Pizza offers traditional Italian dishes alongside huge NY-style pizzas for takeout and delivery. A local favorite, owned and operated by Joe Bompartito, they have five locations with plans for further expansion. Focusing on takeout and delivery has allowed each store footprint to remain small, leaving little space for unnecessary clutter.

THE CHALLENGE

To keep up with customer demands, Joe was looking for a partner who could help him offer online ordering that would allow customers to order and customize anything on the menu, work with current Goodfellas locations with the ability to expand to future locations, work directly with their Micros POS system so that orders would show up in the kitchen as exactly as ordered, and be easy to install and use.

He spoke with 20 different companies and found that 8 out of 10 required more kiosks next to his existing POS system - a option that left too much room for staff error.

THEIR SOLUTION

Joe partnered with EZ-Chow - an Omnivore partner offering custom online ordering. Using Omnivore allowed EZ-Chow to give Joe online ordering that worked with his POS to send orders straight to his kitchen. The result was online ordering that fit with their operations with no added clutter and reduced order errors.

Joe especially appreciated EZ-Chow’s customer support and professionalism, which made the whole process painless, so Joe could focus on his customers with no interruption to his business.

POS-integrated online ordering that supports all restaurant locations with the ability to expand

A decrease in staff error associated with takeout and delivery

Record-breaking online sales, including a recent weekday record of \$1500 in one day

