



HOW A POPULAR CANADIAN RESTAURANT TRANSFORMED THEIR BUSINESS WITH A CUSTOM ONLINE ORDERING SYSTEM

BACKGROUND

Casablanca Pizza and Donair has been a beloved fixture in the Canadian dining scene for years, known for their authentic flavors and warm hospitality. Located in a bustling neighborhood, this popular restaurant has built a loyal customer base through their commitment to quality ingredients and exceptional service. With dining rooms consistently packed during peak hours and a reputation that spreads through word-of-mouth, Casablanca Pizza had established itself as a go-to destination for families and food lovers alike. However, their success was primarily driven by in-person visits, with customers needing to physically come to the restaurant to place their orders.

CHALLENGE

As the digital landscape evolved, Casablanca Pizza began noticing a shift in customer expectations. Patrons were increasingly asking if they could order online, make reservations through a website, or pay digitally. Without an online presence beyond a basic information page, they were losing potential orders to competitors who had embraced digital ordering platforms.

Additionally, the lack of an online reservation system meant their phone lines were constantly tied up with booking inquiries, making it difficult to manage both walk-in customers and phone orders efficiently.

They reached out to us at Fospertise, looking for a website that would allow customers to order food online with flexible payment options and reserve tables seamlessly.



Now our customers love the convenience of ordering online, and we've seen our business grow in ways we didn't think possible. The system is so easy to use that even our less tech-savvy staff members got the hang of it within days.

Satish: Restaurant co-owner



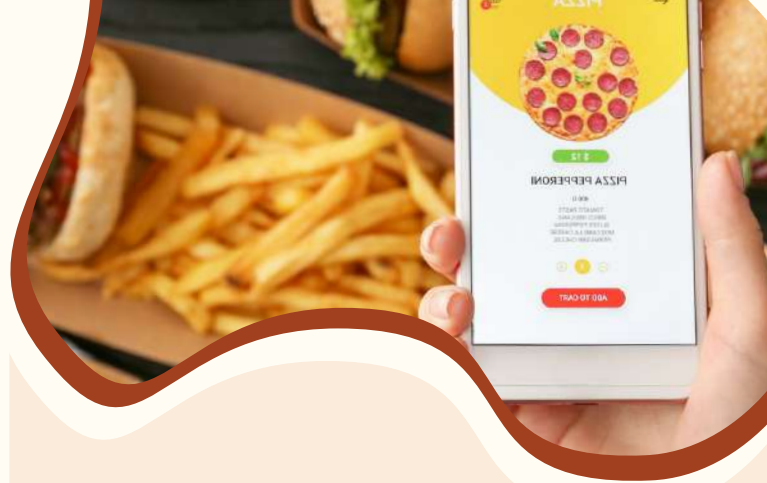
SOLUTION

Working closely with the Casablanca Pizza team, we developed a comprehensive website that addressed their digital needs. The solution included:

- ✓ **Fully Responsive Design** – A website that works flawlessly across all devices, from smartphones to tablets and desktop computers
- ✓ **Intuitive Online Ordering Experience** – A streamlined process that makes it easy for customers to browse the menu, customize orders, and complete purchases quickly
- ✓ **Powerful Admin Backend** – A user-friendly dashboard for managing orders, reservations, customer inquiries, and real-time menu updates
- ✓ **Secure Payment Gateway** – Industry-standard encryption with options for both digital payments and cash on delivery
- ✓ **Eye-Catching Design with Lightning-Fast Performance** – A visually appealing website that loads quickly to keep customers engaged

RETURN ON INVESTMENT

- ✓ **35% Increase in Overall Orders** – Significant boost in daily orders within the first three months
- ✓ **Reduced Phone Congestion** – 60% decrease in calls, freeing staff for food preparation and in-house service
- ✓ **Higher Average Order Value** – Online customers spent 20% more per order than phone orders
- ✓ **Expanded Customer Reach** – Orders from new customers in neighboring areas who discovered them online
- ✓ **Improved Operational Efficiency** – Reduced processing time by eliminating miscommunication and handwriting errors



FOSPERTISE'S ROLE

- ✓ **Discovery & Planning** – Conducted consultations to understand their business processes and specific needs
- ✓ **Custom Development** – Built a tailor-made solution aligned with Casablanca Pizza's operational requirements
- ✓ **Quality Assurance** – Rigorous testing across devices to guarantee a bug-free experience
- ✓ **Staff Training** – Provided training sessions to ensure confident management of the system
- ✓ **Ongoing Support** – Remained available post-launch for technical support and questions



Need a unique solution for your company?
Let's discuss how we may help you streamline your business as well.



info@fospertise.com



+1 (587) 400-9902



+94 77 725 6446