

## Casual dining chain jumps into online ordering game

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Cracker Barrel Old Country Store's mission is to "keep things simple and please people." The same holds true when it comes to helping customers place orders.

Responding to its visitors' demand for more convenience and flexibility when placing to-go orders, the chain now features a platform that allows customers to order meals through their smartphones, tablets, laptops and desktop computers.

The platform, from OrderTalk, also directs users to the nearest Cracker Barrel location, and pay online through a PCI-compliant, secure program. Meanwhile, the system's business intelligence software enables the chain to analyze customer orders to better understand trends and behaviors.

The solution is designed to improve restaurant guest experiences and drive stronger sales through higher check averages, decreased overhead costs and a higher customer satisfaction level, according to OrderTalk.

"In the digital age we live in, customer satisfaction remains a priority to us," said Leon de Wet, VP information systems and CIO of Cracker Barrel. "With OrderTalk we can deliver satisfaction while extending our products and services into the digital world."