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# With online ordering booming, OrderTalk triples DFW presence

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Americans are turning to ordering in rather than dining out, and companies like Order Talk, Inc. are reaping the rewards.

The Flower Mound-based company, a B2B provider of ordering software for the restaurant industry, has tripled the size of its headquarters as employee growth had the company sticking two or three people in each office.

OrderTalk now has 7,804 square feet at its space at 600 Parker Square Road in Flower Mound. It previously operated out of 2,640 square feet.

"We've been taking on a lot of new clients, and we're expanding quite rapidly," CEO Patrick Eldon said. "We were at a stalemate where we couldn't hire more people because we didn't have the space for them, so we had to move to a new office."



Patrick Eldon, CEO of OrderTalk, Inc.

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OrderTalk has added six people to its DFW operations in 2017, with plans to add another four this year and bring the total here to 30 employees.

The growth comes as consumers increasingly thirst for easy online ordering experiences. A recent survey by OrderTalk found that 65 percent of Americans order takeout once a month, with the

majority favoring online to over the phone. Yet 55 percent of respondents said they wished it were easier to order takeout digitally.

Even as OrderTalk – which already counts companies like [Jimmy John's](#) and [Jason's Deli](#) among its clients – expands, the company views its survey results as further proof that their market offers significant opportunity down the road.

Eldon talked with the DBJ about the company's strides and plans for the future.

### **What's driving the growth right now?**

We've seen that there's been an uptick in companies seeing the need to increase their off-premise dining. With the decrease in patrons dining in fast-casual or cafe-casual dining, there's a recognition that they need to fuel their revenue by increasing take out. So chains that were not traditionally considered takeout chains are recognizing the need to do that. That's definitely a big driver. And then in terms of where the industry is, there's a big recognition in the need to have a greater use of technology to increase sales.

### **You offer integration with third-party delivery systems, which could be considered your competitors. What's the advantage to doing it that way?**

When you have a chain that has low volumes – not your traditional pizza chain or [Jason's Deli](#) or [Jimmy John's](#), where they obviously have high volumes – it's very difficult for them to staff for delivery. They might have a higher ticket average but lower volume of orders. So (it's difficult) to actually have delivery staff sitting there waiting to do delivery versus using an outsource service that is aggregating all the different lower volume customers.

### **Do you ever foresee a time where you would be customer-facing?**

There's a lot of companies that do a pretty good job of it already in the marketplace, so we know what our niche market is. We don't see them as competition, either. I'm often asked by our customers if they should be on—I don't want to name any of them, but you know. Should they be listing on those (services)? Well, of course. There's no reason not to.

But at the same time, it's very important to also ensure that you have your own brand presence, because if a customer orders from one of those portals, that's their customer. You can't market to that customer in the future; you don't own that data. So, it's quite important for a restaurant to not just rely on the third party portals, but to also establish your own service.

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