



CASE STUDY: GROUNDED KITCHEN

Paving the way in modern dining with App8's digital solutions.

Grounded Kitchen's partnership with App8 stands as a testament to resilience and innovation, propelling the business forward amidst challenging times. Through the seamless integration of digital ordering solutions, they've revolutionized operations and the guest experience. With cutting edge technology at the forefront, this remarkable transformation marks only the beginning of a new era of success for this local favourite.

Background

Established in 2010 by partners Amir & Andrea Rahim, Grounded Kitchen has become a staple in Ottawa's culinary scene prioritizing exceptional food, quality coffee, and fostering a welcoming atmosphere for all. Grounded's commitment to innovation, and made from scratch cuisine featuring BBQ, gastro pub fare, and third wave coffee has solidified its reputation amongst locals.

In response to the countless challenges and

hardships brought on by the global COVID pandemic, Grounded embraced change and leveraged technology to redefine the dining experience for their customers through the birth of a second location. In January 2023, Grounded Kitchen on Carling emerged, setting a new standard in the industry with its innovative approach to dine-in and takeout ordering. Fueled by passion and an unwavering commitment to serving the community, the future looks very promising.

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"WHEN OUR BUSINESS WAS FACING CRITICAL CHALLENGES, APP8 STEPPED IN AND TRULY SAVED THE DAY," AMIR RAHIM, OWNER & OPERATOR, GROUNDED KITCHEN.

Challenge

Despite initial successes upon opening in January 2023, Grounded on Carling quickly faced numerous challenges with their first online ordering platform, leading to rising costs and operational inefficiencies. Determined to see their vision through and keep the new business afloat, Grounded needed to pivot quickly. Aiming to revolutionize takeout ordering through an integration with automated self service food lockers, as well as reduce operational bottlenecks and rising wage costs, Amir & Andrea turned to App8 for help.

Solution & Implementation

Grounded on Carling transformed its operations by implementing App8's integrated online ordering solution, enhancing both the takeout and dine-in experiences for its customers.

Pay-on-premise dine-in ordering.

App8's pay-on-premise ordering solution empowers guests to order directly from their table by scanning a QR code with their device, eliminating the need to wait for a server. At the end of their meal, the server presents the bill, which is settled through a standard terminal. This hybrid approach reduces time spent on manual order taking, and lowers wage costs while still preserving the personalized interaction between servers and guests. Additionally, the integrated system enables servers to easily modify bills and make real-time additions to orders, enhancing flexibility and efficiency.

"APP8'S PRODUCT IS NOTHING SHORT OF IMPRESSIVE. IT'S LIGHTNING-FAST, SLEEK, AND INCREDIBLY EFFECTIVE. MOREOVER, THEIR INTEGRATION IS AS SEAMLESS AND ROBUST AS IT GETS."

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Automated takeout ordering.

With App8's integrated online ordering solution, customers enjoy a seamless experience, ordering and paying directly from their devices. When their order is ready for pickup, they receive an SMS text message containing a QR code. Upon arrival, they simply scan the QR code to grab their order from a temperature-controlled food locker. This interactive process not only enhances the customer experience, but also reduces the need for additional staff and completely eliminates pickup lines. Furthermore, all orders are integrated into the point-of-sale system for seamless reporting,



Results

Reduced wage costs

Since implementing App8's digital ordering solutions, Grounded has achieved a remarkable **33% reduction in staffing requirements** for full-service operations. This decrease in labor needs results in substantial savings on wage costs, boosting the restaurant's bottom line without compromising on quality or service standards.

Improved operational efficiency

App8's digital ordering solutions have significantly improved Grounded's operations, allowing the restaurant to focus its efforts on what matters most; culinary excellence and exceptional customer service. By automating the order taking process, and streamlining takeout ordering, Grounded has witnessed a surge in operational efficiency. Staff can now dedicate more time and attention to delivering an unparalleled dining experience.

Elevated guest experience

Grounded has seamlessly integrating technology to simplify every aspect of the dining journey. Whether customers are picking up orders or dining in, App8's intuitive platform empowers them to effortlessly browse menus, place orders, and settle payments with just a few clicks. This revolution in convenience and accessibility has elevated Grounded's reputation increasing customer loyalty,

About App8

App8 is a leading omnichannel ordering solution for foodservice brands that enables guests to view digital menus, order dine-in, pickup, or delivery, and pay for their meals, all from their own smartphones. App8 works with some of the top restaurant and entertainment brands in North America to deliver value beyond contactless transactions with guest feedback, advanced reporting, and actionable insights.



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