



About

Fast-casual lifestyle eatery **Coolgreens** is a growing franchise based out of Oklahoma City. The brand endeavors to inspire healthy living and fuel smart choices for its guests, offering a menu of nutritious salads, wraps, grain bowls, sandwiches and more.

Founded in 2009 by Tom Wolfe—a marathon runner in training who needed quick and quality food options—Coolgreens is a brand with menu items that are accessible and able to refuel those with an active lifestyle.

As the brand started to grow into a full-fledged franchise operation, it needed a point of sale (POS) platform able to expand with it, provide actionable insights into profit-making trends for the restaurant's respective markets, and adapt with consumer expectations for offerings like online ordering and rewards programs.

By the Numbers



Order accuracy

Since moving from handwritten paper tickets to implementing Revel Systems, Coolgreens has seen order accuracy improve by more than 75%.



Ease of training

Revel's ease of use resulted in Coolgreens reducing training for new teammates by an entire shift (down to 3 shifts from 4) during employee onboarding.



Mobile app integration

In one year Coolgreens has increased their mobile app users by 120% and has seen app-based orders grow to \$100,000 in generated revenue.

The Business Challenge

In the competitive space of fast-casual eateries, speed and efficiency are essential factors for successful brands. Coolgreens restaurants have the added challenge of freshness when it comes to their menu offerings, as their dishes are seasonally inspired, nutrient-packed, made to order and centered on highly perishable goods, like vegetables, fruits and hearty grains.

Fortunately, Revel's iPad-based POS offered efficiency solutions for front-of-house and back-of-house employees alike. The iPad's intuitive interface is familiar to guest-facing employees and very easy to teach. This makes order entry simple and easy during customer transactions. On the back end, team members like Amanda Powell, vice president of operations, love Revel's comparison reports. These reports make analysis of business-critical decisions, such as product mix and menu updates, quick and easy.

"I'm always reevaluating the menus just to figure out ways we can become more efficient within our company and within our brand," Amanda says.

Offering insights into everything from inventory ordering to food preparation, backend reports and a direct connection with the kitchen help Coolgreens operations lead with efficiency. They are able to delight customers not just with fresh, delicious meals, but they are able to do so with expedience.

Omnichannel Orders

Today's consumers simply expect options for how and where they can order, a phenomenon at play at Coolgreens as well. "All of our third-party online orders have gone up about 250% in the last two years, so people have changed a lot on how they order," says Amanda. The data told Amanda's team a quick and clear story: they needed to be flexible with order method options for their guests.

For many Coolgreens customers, the company's website was the only ordering experience and primary touchpoint they would ever have with the restaurant, so the website interface and ease of navigation emerged as a critical factor for positive guest engagement.

Additionally, the brand launched a rewards application that incentivizes guests to visit more frequently and purchase more when they do whether the customer is buying online or in-store. Benefits range from earning free items to skipping the line for pick-up orders, and recurring promotions, like Wednesday "APPy Hour" help customers feel good about the food they're purchasing as well as the price they're paying for it.



The Revel Solution

At the heart of the Coolgreens decision to move forward with Revel as the brand's POS of choice was flexibility. Whether in response to supply chain challenges, staffing shortages, or shifting consumer preferences for order method and rewards, a cloud-native platform with lots of built-in functionality and customization options was essential.

With Revel's platform running quietly in the background, Amanda and her team are able to focus on having the right ingredients on hand at all times and providing guests an exceptional experience as they consume food that's both healthy and effectively refueling.

While Coolgreens already had the right elements for a successful business, adding technology that could support the team in its varied needs was a great way to reinforce that success. With Revel humming along as the heart of the business, Coolgreens is ready to take on new markets and new challenges as a strong, growing franchise.



“

Revel has been such a great addition to our brand.”

Amanda Powell,
VP of Operations,
Coolgreens

Hungry for More?

If the success Amanda and the Coolgreens restaurants are enjoying has piqued your interest, [request a free demo](#) of Revel's POS platform today to see how our technology might help you experience similar benefits.



For more information, please visit revelsystems.com or call +1 (833) 437-3835