



# cartwheel + *Portillo's*<sup>®</sup>

Case study of the benefits of hybrid delivery



# INTRO

The world has changed. In today's market, on-demand delivery is no longer an optional luxury.

Many restaurants struggle to decide between **outsourcing** - which is convenient, but often expensive - and building their own **in-house** delivery department - which gives brands control over the customer experience, but is more operationally involved.

Cartwheel offers the best of both options. It allows brands to launch a self-delivery program alongside third-party partners, saving costs and boosting brand loyalty.

Cartwheel's turnkey offering includes an easy-to-use driver app, sophisticated dispatch tools for managers, and user-friendly customer interaction functionality.





# PORTILLO'S CASE STUDY

*Portillo's®*

## MORE ABOUT PORTILLO'S

Portillo's is best known for its Chicago-style hot dogs, Italian beef sandwiches, chargrilled burgers, fresh salads, and famous chocolate cake. The brand has more than 65 restaurants across nine states, and boasts the highest average unit sales volumes in the fast casual industry.





## PROBLEM:

While working to improve online ordering for customers, Portillo's realized outsourced delivery made quality control difficult.



## SOLUTION:

Portillo's launched a self- delivery program targeted at servicing larger delivery orders and customers in close proximity.





## OUTCOME

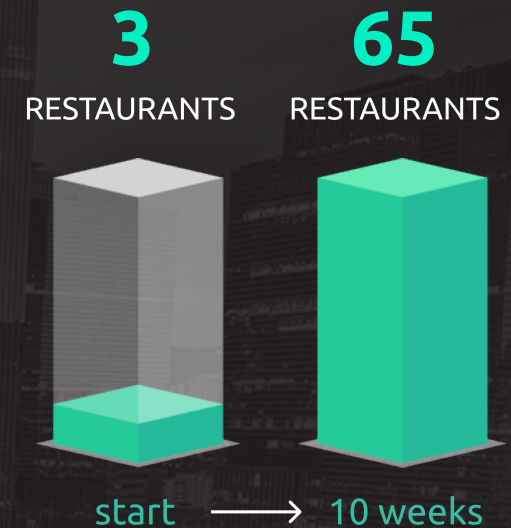
Leveraging the Olo platform to launch in-house delivery, Portillo's improved the customer experience for large delivery orders at scale.

Implementing an instant review system allowed its restaurants to receive immediate feedback and react if a customer wasn't satisfied with the delivery experience.

## OVERVIEW

The chain launched a pilot within 3 weeks, then scaled it to 65 locations 10 weeks later.

Utilizing Cartwheel's user-friendly driver app, Portillo's seamlessly onboarded 300+ drivers.



## HIGHLIGHTS



Top review ratings for appearance of drivers

**12% GROWTH**



Top box scores for driver friendliness

**9% GROWTH**



Guest satisfaction with 'Problem resolution'

**7% GROWTH**



## BENEFITS OF HAVING YOUR OWN DELIVERY

- ❖ Control delivery quality
- ❖ Manage delivery price
- ❖ Balance delivery time
- ❖ Brand your uniforms, transportation, & packaging
- ❖ Increase brand loyalty
- ❖ Increase guest engagement
- ❖ Rise above the competition
- ❖ Save on commissions and fees
- ❖ Increase catering profits
- ❖ Earn more during peak times
- ❖ Create new jobs
- ❖ Send workers on deliveries during slow periods



**NICK SCARPINO**  
SVP of Marketing at Portillo's

*"With Cartwheel we were able to use our team members to deliver our highest-value orders. Instead of relying exclusively on third-party delivery companies for fulfilment, we have been able to cross-train our staff so that they can become drivers for our own fleet."*





A closer look at Cartwheel's features

# HYBRID DELIVERY

Thanks to Cartwheel's AI-powered software, you can set up filters for all incoming orders. Cherry-pick those you want to deliver yourself, and auto-outsource the rest.



**DINO NORTHWAY**

Senior Manager  
Off-Premise Dining at Portillo's

*"Cartwheel allowed us to adjust our order volume to driver availability, eliminating the worry of having enough drivers to maintain delivery quality."*

## YOU CAN FILTER ALL YOUR INCOMING ORDERS BY:

### TIME OF THE DAY



Select specific days or hours when you'd like to do self-delivery. For example, choose to run your own deliveries only during lunch and dinner hours, or just on weekends.

### ORDER VALUE



Only receive orders that exceed a selected amount. For example, accept for in-house delivery only orders over \$150.

### DELIVERY RADIUS



Select to take orders only within your delivery radius. Example: if you set a range of 3 miles, an order that needs to be delivered 4 miles away is automatically outsourced.

### DRIVER AVAILABILITY



Receive orders only when any of your drivers' availability is toggled "On" in the driver app. If all your drivers are busy, the order is automatically outsourced.

### ORDER THROTTLING



Limit the amount of deliveries per driver. Example: If you set the throttling limit at 2 orders per driver, and you have 4 drivers, the 9th order will be outsourced.

### DELIVERY POLYGONS



Set dynamically changing delivery zones. For example, you can choose to deliver orders valued at \$20+ within 1 mile, and \$100+ orders up to 5 miles.



# ORDER FLOW

1

Customer places order on your website



2

Order is checked against your pre-set criteria/conditions and automatically routed to either your drivers or 3PDs



3

Drivers accept orders in real-time as they come into the driver app



6

Customer can rate their experience from the tracking page once the order is completed



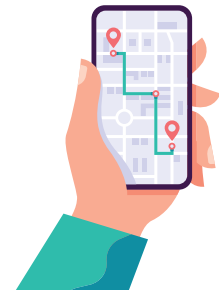
5

Your customer is able to communicate with your driver through masked phone calls and texts



4

When the driver picks up the order, the customers will receive a text message with a live tracking link





# CARTWHEEL TECH STACK

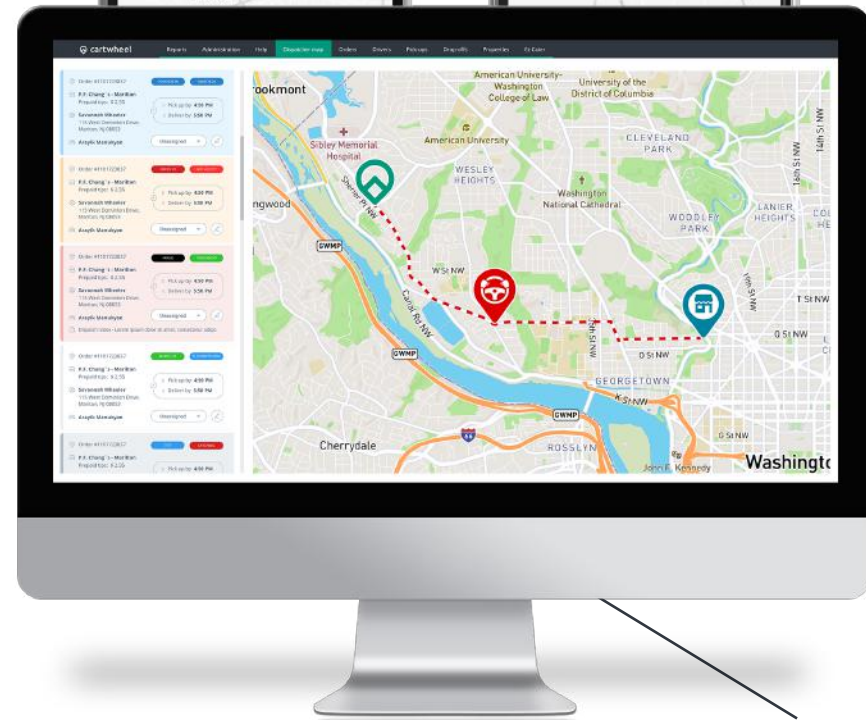
ORDER  
TRACKING  
FOR CLIENTS

REVIEW  
COLLECTION

MANAGER APP

DRIVER APP

DISPATCHING  
WEB APP





# OTHER CARTWHEEL FEATURES

- ❖ AI-powered autodispatch
- ❖ Route optimization
- ❖ Real-time map view
- ❖ Age verification
- ❖ Image capture
- ❖ Phone number masking
- ❖ Analytics report
- ❖ Pre-schedule for catering
- ❖ Feedback collection
- ❖ Predictive ETAs
- ❖ Open APIs

## BRANDED TRACKING

All clients get a text message with a tracking link that allows them to monitor the driver's progress in real time.

Customize the order tracking screen to match your brand style. Set up your logo, use branded colors, upload your own icons, etc.



## SOLVE PROBLEMS BEFORE THEY'RE ON YELP!



Receive notifications every time a customer low-rates their order so you can contact them and solve the problem before it's too late.



# 5 REASONS TO TRY CARTWHEEL



## SAFE TO TEST DRIVE

30 day free trial.



## FAST TO ONBOARD

It takes only a few days.



## EASY TO SCALE

We grow with you.



## SIMPLE TO INTEGRATE

Integrate with  
your ecosystem.



## FREE TO CUSTOMIZE

You ask, we build.





# OUR STORY

## BUILT BY RESTAURATEURS FOR RESTAURATEURS

We opened a restaurant in Los Angeles and quickly became #1 on the delivery platform GrubHub.



2012

We launched a delivery service for 300+ restaurants and became the highest-ranking partner of Eat 24 nationwide.



2014

Meanwhile, we developed our own courier software and began licensing it to restaurants.



2018



# TOP BRANDS WHO TRUST CARTWHEEL



**TACO DEL MAR**

**P.F. CHANG'S**



**Portillo's**

*"With more than 60 Portillo's locations nationwide and the highest average unit sales volumes in the fast-casual industry, we have a lot of deliveries to manage. It's important that our brand is well-represented. Our experience with Cartwheel has been so positive that we invested in the company so they can further develop services with brands in mind."*



**MICHAEL OSANLOO**  
CEO of Portillo's



**NOAH GLASS**  
Founder & CEO at OLO

*"With each restaurant brand comes a unique set of needs and we are proud to work with Cartwheel to offer our shared customers a simplified solution to bolster their direct channels and drive success."*

WOULD YOU LIKE TO SEE CARTWHEEL IN ACTION?

**BOOK A DEMO**

✉ [ALEX@TRYCARTWHEEL.COM](mailto:ALEX@TRYCARTWHEEL.COM)

🌐 [WWW.TRYCARTWHEEL.COM](http://WWW.TRYCARTWHEEL.COM)