

pie face



**FOR DELICIOUS  
PROFITS AND SALES  
GROWTH - WHERE DID  
PIE FACE TURN?**

**Customer**

Pie Face Pty Ltd

**Country**

Australia

**Category**

Bakery Café

**Pie Face – Online Ordering Australia’s Best Pies**

*Australia’s Fastest growing Food Franchise accelerates its growth using the eCater’s managed online ordering system.*

Being a fast paced entrepreneurial company, Pie Face didn’t need to be slowed down by a technology build, so they turned to eCater to manage their online sales strategy. With nearly 50 stores the results have been fantastic – strong growth plus the flexibility to handle a combination of company and franchise stores, means that Pie Face can concentrate on what they do best, baking fabulous pies and pastries that their customers love.

**“The eCater solution is working extremely well for us!”**

The solution is painless for us to operate and provides a great source of system and procedure for all our company and franchise stores.

We are now targetting 5% of sales to be online this year.

I highly recommend eCater for any food chain to utilise.

**Wayne Homschek**

**Executive Chairman & Co-Founder**

**Pie Face**

[www.pieface.com.au](http://www.pieface.com.au)

[www.ecater.com.au/pieface](http://www.ecater.com.au/pieface)

Pie face is a long established and innovative Bakery Café style of pie, coffee and pastry stores which has been named by BRW as one of the fastest growing companies in Australia.

Co Founded by an ex investment banker Wayne Homschek, the Pie Face success starts and ends with its fantastic tasting pies, each with its own unique face, which also identifies the flavours.

**Background**

Pie face were expanding quickly and wanted to offer their products for home take out and to companies

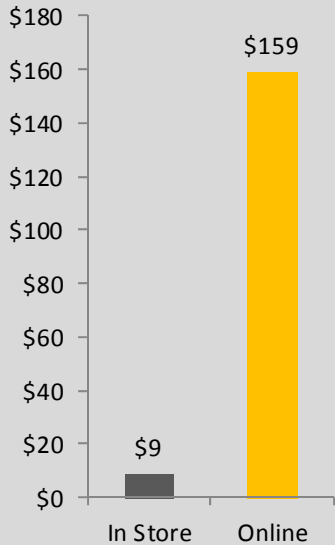
who were holding meetings, functions, corporate events and lunches in order to achieve out of store sales growth.

They enjoyed some success with a promotional fax menu, but it was when their customers were offered the option to order online that they saw their sales explode.



## Average Order Value

The comparative average order value of online orders shows just how powerful these additional online sales are.



## Over 200% increase in total monthly orders



## "Thanks Pie Face"

Addicted to your pies and love the online system...."  
Joanne.

"Certainly – ordering online is a better option" said Homschek. "No mistakes, no administration and no chasing up payments. Customers receive their Tax Invoice immediately and can reorder quickly from their account. Importantly, we get invaluable feedback on the product quality and store service provided."

"We have found most customers prefer using the eCater online system, for the convenience and ability to manage numerous department and division orders."

## Operational Success

Pie Face operate a combination of company owned and franchise stores, some on street front, some in malls, airports, kiosks and store within store concepts across 4 states. A number of CBD stores trade 24 hours.

The eCater system is perfect for us; each store can control & individualise:

- Opening and closing times
- Menu items & pricing
- Item order timing
- Payment's & Banking
- Delivery/Pick Up notice
- Delivery fees
- Delivery Radius

## Tying it all together

With a recent website redesign, Pie Face has been able to seamlessly, and very easily, integrate their brand to the eCater system, further encouraging customers to order online. Stores now have very little admin, and do not need to worry who answers the phone anymore.

## Online Marketplace

The eCater system allows Pie Face to retain their unique branding while being listed on the powerful Marketplace – which is no different to the competition faced in food courts and on the high street.

Customers will always compare options anyway and we believed this convenience would help promote loyalty.

## Operating Savings

Because the solution is fully managed Pie Face don't need to employ or redeploy staff, nor do they have to allocate additional capital for software development or upgrades.

With nearly 50 stores operating and the desire to open an additional 50 in the coming 12 months, the eCater solution means Pie Face can concentrate on their store processes knowing that in relation to the online solution, price changes, item updates and new stores additions are all handled by the eCater support team.

## The Results

In addition to lots of home and party catering sales Pie Face has successfully presented their brand and products to corporations who typically order for large gatherings. The average transaction value for these orders has increased to \$159.

Pie Faces' catering sales are up threefold on last year and continuing to grow. It is now a key marketing platform and crucial component of their successful franchise offering.