



A Bigger Slice of the (Pizza) Pie

How Commerce Orchestration™ enables Panago to deliver 24/7 omni-channel experiences



In the hyper competitive and rapid-paced delivery and takeout pizza market, Panago has built a reputation for remarkable products, an iconic brand and exceptional customer care across 180+ locations in Canada.

Founded in 1986, Panago uses an integrated ordering, dispatch and point-of-sale system that supports stores across Canada using multiple contact centers, remote agents and online ordering, and generates sales of over \$135 million a year with the delivery of more than 12 million pizzas.

ADAPT

From fragmented systems to a unified 24/7 omni-channel platform.

PERFORM

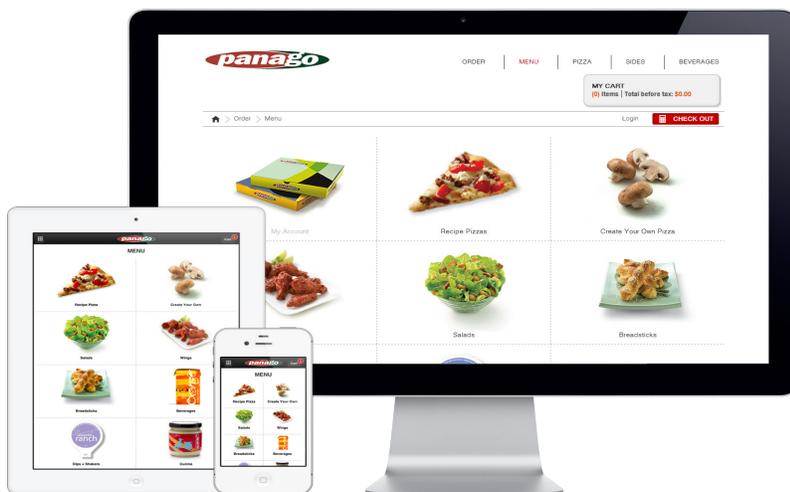
Doubled online revenue in first 6 months with new commerce capabilities.

INNOVATE

New fully integrated mobile ordering site up and running in 4 months.

THE SITUATION

Panago recognized the need to modernize their ordering system in order to perform at the high level of customer service for which they are known. Working with Orchestra, they embarked on the considerable project of transitioning their heavily fragmented ordering systems to a unified platform. Mission accomplished. Today, the Panago experience is a complete, 24/7 omni-channel operations and support set-up which includes in-store, two call centers, web and mobile ordering.



"Orchestra is in the business of engineering convenience and they have certainly done that for our organization and our customers."

Paxton Robertson
Chief Operating Officer
Panago

THE SOLUTION

Following a thorough analysis of the Panago environment, it was clear that several stages of implementation were necessary.

CALL CENTERS

The first phase required resolving operational issues with call centers and stemming the loss of revenue. Within six months, the call center was fully operational.

E-COMMERCE

The second phase was to create a new transactional website. This solution was vital for the increasingly young, tech-savvy market Panago caters to. By implementing Orkestra Commerce Orchestration™ to power their POS, their new enterprise commerce foundation could unify online data with in-store and call center.

MOBILE

The third phase in expanding the Panago omni-channel strategy was development of a fully integrated mobile ordering site, accessible from any smartphone or tablet.

Using their unique methodology, Orkestra was able to launch this integrated mobile-enabled ordering website within just 4 months by focusing on the most impactful features first. Panago is now delivering instant gratification and on-the-go convenience to their customers, offering a unified experience every time across any channel.

THE RESULTS

A truly omni-channel strategy working on a fully integrated and unified environment delivering seamless customer experiences with call centers, online, in-store and mobile ordering. Panago was able to boost customer satisfaction and loyalty across all touchpoints, resulting in many new accounts and increased revenue.

Understanding that takeout pizza is about convenience, one of the key drivers to ensure enhanced user experiences is to keep the process simple, intuitive and fun. Customers can now easily order custom pizzas as well as benefit from a live view of the order as items are added.

With the implementation of the Orkestra Commerce Orchestration™ platform, not only is Panago's objective to consistently deliver remarkable customer service being achieved but their innovative new infrastructure allows them to maintain a leadership position by quickly and easily adapting to changing needs and market growth.



Founded in 2006, Orkestra is a software and services company and provider of Orkestra Commerce Cloud, a unified commerce solution for mid-size and large enterprise retailers, grocers and branded manufacturers. Powered by unique Commerce Orchestration™ technology, Orkestra Commerce Cloud goes beyond traditional e-commerce solutions and platforms by allowing brands to deliver streamlined customer experiences across physical and digital touch-points, all from a single platform running on Microsoft's Azure Cloud.

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