Serving a tasty online proposition

Toppers Pizza are noted as one of the fastest growing pizza chains in the US. Covering 15 States with near 80 physical stores. They are notorious for their delicious taste and fresh ingredients.

They sought to transform their existing customer experience by building a foundation of technology-driven innovation. The food retailers’ objectives were to:

- Create a cloud-based Point of Sale (POS)
- A commerce-enabled website
- Increase revenue through these channels
- Improve engagement with customers

Toppers Pizza selected Optimizely Commerce as the vital digital ingredient needed to create customer-centric digital experiences. Customers using their user-profile, now had a seamless journey - whether online or offline when it came to ordering.

Optimizely’s stable yet powerful platform unlocked rich data for Toppers improving store efficiency. Each Toppers store has access to real-time insights about how much time a new order takes from input, to baking, to load time.
What stood out about Optimizely (formerly Episerver) when choosing ecommerce solutions was its ease-of-use and out-of-box capabilities. We needed a prepackaged tool that we could customize, and we wanted something with enterprise capabilities in an easy-to-use system that would help empower our marketing team, help eliminate the technical debt we’ve accumulated, and reduce our time to market.”

Tony Ellis / VP Information Technology / Toppers Pizza

About the customer

Company size
1,001 - 5,000

Industry
Consumer Goods, Restaurants, Fast Casual Dining

Region
United States

toppers.com

Optimizely Solution Partner: Rightpoint

Rightpoint has worked with Optimizely for almost a decade delivering award-winning, experiential websites for some of the largest brands in the world. With over 75 Optimizely certified developers on staff, Rightpoint is positioned to deliver transformative Optimizely projects that make an impact.

More about Rightpoint

Learn more at Optimizely.com

At Optimizely, we’re on a mission to help people unlock their digital potential. Our leading digital experience platform (DXP), equips teams with the tools and insights to create and optimize in new and exciting ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely’s 900+ partners and 1100+ employees in offices globally are proud to help over 9,000 brands, including Electrolux, Uber, Visa, WSJ, Santander, The Red Cross and Mazda enrich their customer lifetime value, increase revenue and grow their brands. Learn more at Optimizely.com.