

THE CHALLENGE

An exponential increase in online orders left Out the Dough with a need to process and fulfill orders fast.

THE SOLUTION

Clover Online Ordering, a cost-effective, easy-to-use online ordering feature that comes with the Clover POS.

THE RESULT

Out the Dough was able to keep up with the order surge, growing their business with the support of a POS system that was able to grow with them.



How Clover Online Ordering helped Out the Dough meet demand

Angelo Lonardo is the CEO and co-founder of Out the Dough, a family-run cookie dough company in Concord, California, which offers a variety of cookie dough flavors that can be baked or eaten raw.

"We worked really hard in developing our recipes to be both safe to consume and still bakeable," said Lonardo.

In May 2020, Out the Dough was featured on Good Morning America's "Deals and Steals" segment. Following that appearance, their sales shot through the roof. Instead of overwhelming their operations, however, Clover Online Ordering helped them manage and fulfill the sudden increase, scaling their business to meet the demand that came with Out the Dough's newfound popularity.

"Once Clover launched online ordering, that really helped us process orders quickly," Lonardo recalls. "Having an option for our guests to order online, ahead of time – plus having zero commissions – has been a huge help for us as small business owners and for our business as a whole!"

The Clover Difference

15% more sales since adopting Clover Online Ordering

"Clover has been a **huge part of our business** ever since day one ... It's super helpful. It's an amazing, amazing asset to the company."

Name: Out the Dough

Website: outthedough.com

Location: Concord, CA

Business type: Quick service restaurant

Clover merchant since: November 2019



Why Out the Dough loves Clover Online Ordering

15% overall revenue increase

Grew their business without needing to adopt a new POS system

Provided a **convenient** way for customers to place **curbside pickup orders**

Helped fulfill exponential surge in orders after Good Morning America appearance

Over the course of the pandemic, Out the Dough's online sales have remained a significant revenue stream for them – totalling 15% of their overall revenue.

“As our online ordering continued to grow through the pandemic, we saw the positive effect it had on convenience and safety for our guests,” Lonardo said. “As workplaces and cities began opening back up, and people slowly began returning to their ‘new normal’, our guests loved having the comfort of being able to order on their own time, scheduling pickups for ‘on their way home’ or picking up treats on their way to work. The convenience factor alone has been such a beneficial aid in itself!”

Lonardo is grateful to Clover for helping grow his business and adapt to an evolving market. Out the Dough didn't have to find a new POS to handle their increase in orders, the Clover Online Ordering solution was already included in the system.

“Clover has been a huge part of our business ever since day one,” said Lonardo. “It's super helpful. It's an amazing, amazing asset to the company.”

For more information, please contact your business consultant.