Mobile Ordering

Student quality of life is improved by mobile ordering

Jetting from classes to part-time jobs to study sessions, students are scarce of time to attend to errands and meals. **Making dining a greater convenience for students isn't just an attraction for prospective students, but an effort to support the health and wellbeing for on-the-run students.** With rising pressures facing today's college students, ease of use is essential to help younger generations navigate their everyday lives. And the lack of accessibility is the last thing students want to worry about. Mobile ordering, and the benefits it brings to time strapped students, not only supports the rhythm of their life but provides invaluable data, insights, and management for campus vendors and staff.

That's what the University of North Georgia (UNG) experienced when they implemented Transact's mobile ordering solution at their campus of 20,000 students. In 2019, UNG wanted

"Students love Mobile Ordering! It's new technology that increases the speed of service by placing their order next in queue...they just eat it up and keep the campus in the right direction in terms of innovation."

— *Jessica Buffington, Card Service Manager, University of North Georgia*

to incorporate a mobile ordering solution that integrated with their existing transaction system. With the introduction of Transact, UNG had **a simple process for students to submit orders from their mobile devices at all of the campus' dining vendors.** The integrated POS allowed students to pay with their stored value accounts, meal plans, or credit cards, providing greater transparency for students to take full advantage of their allocated expenses. Within two months of Transact's single, cloud POS solution introduction to the UNG campus, **speed of service among dining vendors increased by 10-15 seconds per transaction and sales were increased by 15 percent** for the Fall 2019 semester.

The benefit of transparency was also experienced by the UNG commerce staff, who were able to glean robust reports to better understand real-time sales. By streamlining their back-end operations, UNG gained the ability to control on-hand inventory and simplify purchasing with supplier profiles to make data-driven buying decisions.

Georgia Southern University (GSU) also gained internal insight with Transact. The university's old mobile ordering solution lacked integration and streamlining, making the GSU's technology efforts more of a headache than a convenience. With Transact, GSU was able to incorporate the solution with their Cloud POS system, inventory system, and maintain their own university-branded, front-end user interface app, GATAGO!. The **multifaceted integration made the campus's merchants more effective too, providing an elevated experience to students, staff, and**

"There were some features that Transact brought with its offering that the dining location managers like a lot. One example is they're now able to use sticker printers instead of the printers that we had with our previous mobile ordering solution, which helps a lot in our Starbucks to better manage orders."

— *Richard Wynn, Director of the Eagle Card Program, Georgia Southern University*

faculty. An additional perk to GSU was Transact's extensive capabilities to optimize other ordering needs, such as Starbucks ticket printing system.

Since making the transition to Transact Mobile Ordering, GSU has seen a **consistent increase in users and repeat ordering. Even more useful, GSU has ownership and access to student data, processed payments, deposits, and end-of-day reports.**

While mobile ordering has typically been used for dining operations, it was not unlike Xavier University, Cincinnati's premier Jesuit Catholic institute, to use the solution for an innovative approach. To improve the Xavier's student success and retention, the university tapped Transact to help them implement their "Day One Program", an initiative that

delivers all required course materials to students as part of their tuition. In addition to Transact's mobile ordering tool, Xavier used Transaction System Enterprise and iValidate™ to take the guesswork out of textbook selection and position students for success on the first day of class.

The reception couldn't have been more positive. **Within the first two hours of distribution, Xavier provided course materials to approximately 900 students – serving 7 students per minute with an average wait time of 10 to 12 minutes.** The harmony of Transact's three tools enabled Xavier to streamline processes and enhance student engagement by facilitating clear and consistent communications to students, storing order numbers and student credentials, and tracking student's queue placements, pickup times, and average wait times.

Beyond semester kickoff and initial student setups, Xavier continues to use mobile ordering to provide campus dining for students on-the-go and facilitate local food and toy drives for students, faculty, and staff to process donations from their phones.

The possibilities for mobile ordering are vast, and why shouldn't they be? The solution is a natural progression for campuses to align their technology with student and staff expectations. And with the ability to integrate with existing providers, universities can expect to rely on companies like Transact to make implementation and adoption swift and seamless for all stakeholders. Mobile ordering may just be your most popular campus offering yet.