Campus Dining Services
UNIVERSITY OF COLORADO **BOULDER**



Pick up time
10:15 a.m.

Photo by Steffen Baerend, University of Colorado

# CU Boulder integrates and elevates dining experiences **with Nutrislice**.

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## The University of Colorado Boulder

> Top public research university

> **33,000** students

> **16** dining outlets using Nutrislice

**3-month** implementation.

Real-time updates.

Comprehensive, accurate menus.

✳ **Nutrislice** Pro
Ordering Empowerment

> Pickup & delivery

> Meal options & add-ons

✳ **Nutrislice** Showcase
Dynamic Signage

> Dynamically display content

> Synced menu data

# Background

The University of Colorado Boulder, colloquially known as CU Boulder, is known for their innovative dining program. From creative waste reduction to sustainable food sourcing, the award-winning CU Boulder Campus Dining Services team exhibits the school's innovative spirit throughout its operations.

The Campus Dining Services team understands, meets and often exceeds students' dining needs and expectations. However, Director of Campus Dining Services, Paul Houle, knew a critical aspect of their high-caliber service was missing: a modern and streamlined digital dining experience.

# The need for digitization.

Today's digitally native students have little to no memory of the world as it was before smartphones. They've grown up with modern-day luxuries like real-time information and online shopping right from their phones.

To adapt to the new age student, Houle needed a digital interface for dining services that offers the access, aesthetics, and convenience students are accustomed to. Houle's previous processes and systems fell short, and the arrival of the COVID-19 pandemic only accelerated the need for change.

### Inaccurate and uncustomized menus.

The process for maintaining online menus and signage was complex and woefully disjointed. The Campus Dining Services team relied on an extract from the CBORD Food Service Suite (FSS) that was transferred to a secondary database, exported to Excel and sent to the Campus Web team to display to students on the web. This process created troublesome lag time when changes were made and ultimately resulted in inaccuracies across signage and online menus.

Additionally, the previous system didn't allow for front-end customization. The look and feel of the menus was more operational than visually pleasing. It didn't live up to the customer experience Houle wanted to deliver.

### A gap in nutritional information.

Students have growing expectations for nutritional details that weren't being met by the previous system. Calorie counts and other helpful information about ingredients, such as what items contain preservatives, weren't available online. This caused the school's dietitian to become inundated with email requests, taking away valuable time she would otherwise spend making sure the menus were nutritionally sound.

### Staying open during a pandemic.

The COVID-19 pandemic brought even more challenges. New social distancing requirements and health and safety concerns threatened several dining outlets and spurred the need to quickly adopt an online ordering system—a feature the team had considered a long-term vision. Contactless ways to order and pay for food paired with safe pickup or delivery options became essential to remain open to serve students.
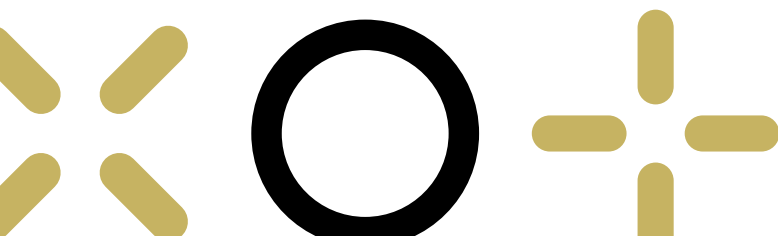
# "It's the minute details that bolster the whole student dining experience."

– Paul Houle,

Director of Campus Dining Services,
*CU Boulder*
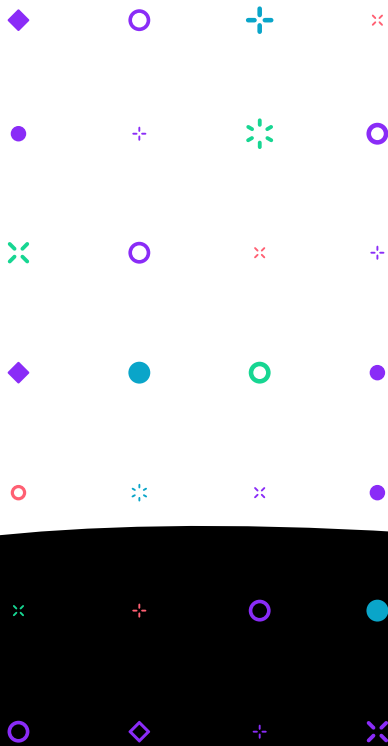
## Why Nutrislice.

As they searched for a partner, Houle, his team and the CBORD Systems Administrator, David Panish, developed a comprehensive list of requirements that were based on three key elements: integration with existing systems, ease of use and customizability. Nutrislice was the only vendor that fulfilled all three.

## Integrations.

### CBORD FSS Menu Management
To prevent double data entry, Nutrislice interfaces directly with FSS. "The fact that everything could be integrated straight to FSS where users spend most of their day anyway, and didn't add any steps to their daily processes was a big buy-in," Panish recalled.

### CBORD GET
Nutrislice's integration with GET supports payments for flexible meal options such as support for meal plans and declining balance payments, upgrades and add-ons through either of CBORD's campus card products, Odyssey and CS Gold. It also includes multiple merchant support on the back-end.

### Micros Simphony
Online orders from Nutrislice can be sent directly to the Micros point-of-sale system, which lets them show up on kitchen displays alongside in-person orders and enables centralized reporting.

### Shibboleth Single Sign-on (SSO)
Students can log in to the Nutrislice online ordering system using their campus login, eliminating the need to create and remember additional passwords.

### Ease of use.

In addition to the inherent ease of use that comes with systems integration, other details like a simple layout and a minimal number of clicks for users to get what they need were important to Houle. Nutrislice is easy to navigate, has centralized information, and is inviting to use.

### Customization.

The Campus Dining Services team operates at a high standard for customer experience from food flexibility, to quality, to sustainability. Nutrislice's customizable signage and menus reflect their premium brand and give students an experience that looks and feels intuitive. "It's the minute details that bolster the whole student dining experience," explained Houle.

## Implementation.

Before the pandemic, Houle and Panish planned to implement Nutrislice's signage and online menus, then add online ordering later on. Their implementation timeline was meant to span the course of a year. But like most businesses, their plans were upended when the COVID-19 pandemic hit.

Instead, the Campus Dining Services team rolled out signage, menus and online ordering for almost all of their dining outlets in three months.

The success of the expedited implementation was enabled by the hands-on approach of the Nutrislice team. "We wouldn't have been able to do what we did without the partnership and collaboration with Nutrislice," Houle commented. "Nutrislice was extremely responsive. We asked tons of questions. The response time and collaboration were second to none."

"Every member of the Nutrislice team, each step of the way, was really hands-on in getting us integrated and live. It was a very enjoyable experience," added Panish.



Photo by Eric Salas, University of Colorado

# Results.

✓ **Fast adoption.**

In addition to the inherent ease of use that comes with systems integration, other details like a simple layout and a minimal number of clicks for users to get what they need were important to Houle. Nutrislice is easy to navigate, has centralized information, and is inviting to use.

✓ **Real-time updates.**

The Campus Dining Services team no longer relies on other teams to update their menus and signage—they can do it themselves in real-time with Nutrislice.
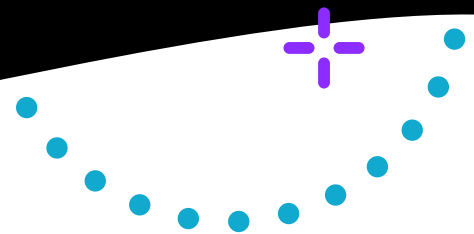
✓ **Comprehensive menus.**

Students can access accurate menus online with a breadth of nutritional information, freeing up time for the on-campus dietitian.
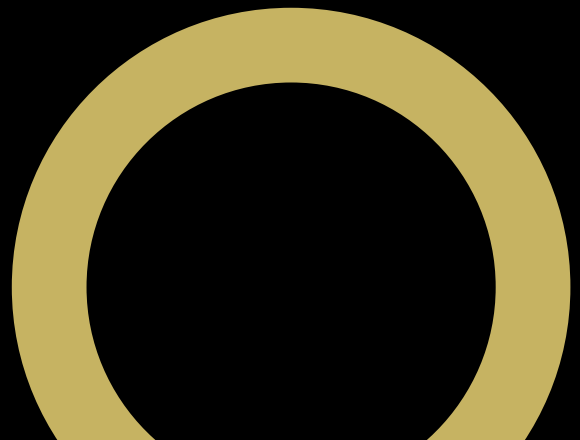
# "The retail menus have been really cool. A site can carry over 300 menu items on it."

- David Panish,

CBORD Systems Administrator,
*CU Boulder*

## Support throughout COVID-19.

Nutrislice online ordering has become invaluable during the pandemic.

> Online ordering kept the smaller retail outlets open since they're too small to accommodate social distancing. Closing them would've stressed other locations even more due to physical distancing requirements and the new staff-serve model that replaced the self-serve option.

> Students and staff feel safer with the reduced risk of exposure that online ordering offers.

> Dining outlets that didn't implement online ordering experienced hour-long lines for entry. Lines never became a problem for outlets offering online ordering.

"Nutrislice positioned us to provide the best we could under the circumstances we were dealt," Houle noted.

## Unexpected value.

"I don't think people realized how awesome order ahead would be," Panish said.

For example, offering retail items online has helped students spend leftover campus cash at the end of each semester. Instead of shopping in person and estimating how much they need to purchase to spend down their remaining cash, students can meet spending targets more easily by ordering online with Nutrislice.

Panish was pleasantly surprised with Nutrislice's online menu capacity. "The retail menus have been really cool. A site can carry over 300 menu items on it," he explained.

# Looking ahead.

The CU Boulder Campus Dining Services team is expanding their use of the Nutrislice platform to provide even more benefits to students. Their plans include:

> Leveraging Nutrislice's marketing tools to engage diners and promote the team's efforts in responsible food sourcing and sustainability.

> Extending online ordering to catering services.

> Offering delivery services to compete with mainstream outlets like DoorDash and Grubhub.

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