

Nutrislice helps St. Norbert College keep dining services running during the COVID-19 pandemic.

CLIENT

St. Norbert College

- > Private college
- > 2,000 students
- > 4 dining outlets
- > x1 Cafeteria
- > x3 Retail dining

SNAPSHOT



60%
Students are
Nutrislice users.



20%
Food orders
made online.



13%
Revenue from
online orders.

PRODUCT

* Nutrislice Pro Ordering Empowerment

- > Pickup & delivery
- > Nutritional transparency
- > Meal options & add-ons
- > Marketing tools

Background

St. Norbert College in De Pere, Wisconsin is a top-ranked, Catholic liberal arts college that is renowned not only for its academics, but also for its delicious, high-quality food. Ranked #4 for Best College Food in America, its students love the variety of affordable meals available at St. Norbert's on-campus dining venues.

By the end of 2019, St. Norbert College had been considering moving toward more digital and flexible food service options to meet growing demand for greater convenience. Kay Jay, Associate Director, Retail Operations, *Phil's, Ed's & Dale's*, viewed mobile menus and pre-ordering as a long-term goal—something to consider within the next few years. But when the COVID-19 pandemic hit in early 2020, everything changed.

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An Urgent Need to Pivot.

With sweeping lockdowns and severe health and safety concerns, Kay Jay suddenly faced a substantial loss in revenue and critical service challenges for the three dining outlets he oversees—a grill, coffee shop and sports lounge that generate on average 1.2 million dollars in annual revenue for the school.

Mobile menus, pre-ordering, takeout and delivery options went from distant nice-to-haves to critical requirements for keeping the doors open.

Partnering with Nutrislice.

Kay Jay was in uncharted territory and needed to act fast. He had no prior experience with implementing a mobile app and no available support from St. Norbert College's IT department. Finding a partner he could trust to help fill those gaps was imperative.

After carefully weighing his options, Kay Jay decided to partner with Nutrislice for their vast experience, hands-on support and ability to keep pace with St. Norbert College's unexpected urgency.

Collaboration is Key.

The tight collaboration between Kay Jay and Nutrislice's Software Implementation Specialist, Becky Davis, was a major contributing factor to St. Norbert College's successful pivot to online and contactless services. Kay Jay shared, "If this was left alone to me or only to Becky, this would not have taken flight at all."

For example, a significant hurdle that threatened a quick implementation of digital menus and online ordering was St. Norbert

College's integration between Nutrislice and CBORD. Normally, menus and nutritional information already exist in CBORD before the Nutrislice team integrates with it. However, because St. Norbert College hadn't planned to offer digital services so soon, the information wasn't pre-loaded.

Setting up the integration the conventional way would have been detrimentally time-intensive. Instead, Kay Jay manually entered menu items and corresponding nutritional information into the Nutrislice system in order to get his food outlets up and running as soon as possible. Once they were operational, the Nutrislice team went back in and performed the proper integration.

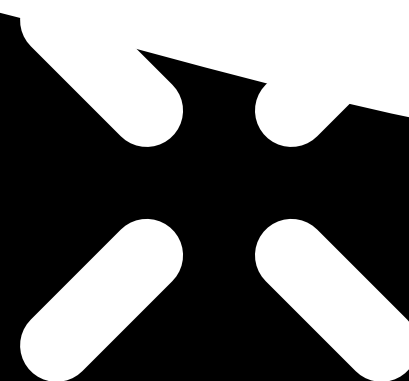
This type of flexibility between the Nutrislice team and Kay Jay helped St. Norbert College implement digital ordering, menus and signage in less than two months--an unprecedented timeline.

The Digital Customer Service Experience.

St. Norbert College adopted the Nutrislice Pro solution, which includes digital ordering and menus.

With this solution, students, staff and faculty can:

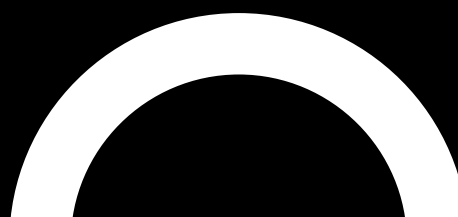
- › View menus, order and pay in advance using the Nutrislice mobile app or website.
- › Look up ingredients and nutritional information.
- › Pick up their food to-go or have it delivered if they're quarantined.
- › See daily specials.



Driving Adoption

To help promote the new program, St. Norbert College leveraged several of Nutrislice's turnkey marketing assets and services. Additionally, the dining venues advertised their new mobile ordering capabilities with:

- › Digital displays in the weeks leading up to the launch.
- › QR codes to make it easy for students to download the Nutrislice mobile ordering app.
- › Social media campaigns championed by students.



Results

Adoption and Revenue

Within six months of its launch, more than 1,300 students and staff created IDs for the online ordering system.

“Adoption continues to grow month-over-month and it has clearly become students’ preferred way of dining, even though social-distanced, in-person dining is now available,” said Kay Jay. “Students, faculty and staff prefer the convenience and safety that Nutrislice pre-ordering provides.”

Online ordering accounts for about 20% of food orders across the three dining outlets that implemented the Nutrislice system.

From its initial launch in August 2020 to March 2021, \$140,000 in revenue was generated through the online ordering system, accounting for almost 13% of total revenue for the three dining outlets. Kay Jay estimates that the majority of this revenue would have otherwise been lost during the pandemic.

“Nutrislice enabled us to keep our dining facilities open during the pandemic by providing a contactless and convenient way for people to order their food in advance and take it to-go,” Kay Jay explained. “Without Nutrislice, we would have missed out on significant revenue for the school.”

Long Term Benefits.

Beyond safe and contactless food service during the COVID-19 pandemic, Nutrislice’s online ordering system provides lasting convenience for students and staff and more revenue opportunities for St. Norbert College.

For instance, freshmen and sophomores at St. Norbert College are required to have meal plans which secures a certain amount of food revenue each year. However, upperclassmen, faculty and staff are not required to purchase meal plans. Kay Jay estimates that the advantage of Nutrislice’s online ordering will attract more of these individuals to eat and spend their money at on-campus venues, rather than losing that potential revenue to off-campus restaurants.

“You have to evolve your own product to offer more to your customers.” Kay Jay explained. “And you have the tool. Nutrislice is the tool.”

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