



University of Wisconsin – River Falls Launches Online Meals with Webfood

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Ithaca, New York - Nothing makes a college student crankier than waiting in line to order lunch. At the University of Wisconsin – River Falls (UWRF), students now have the opportunity to avoid those long lines and order from the comfort of their computer. Using the Internet as an ordering mechanism for students, UWRF has inaugurated use of Webfood, a product of The CBORD Group Inc., to create new revenue and customer service opportunities.

CBORD's Webfood online ordering system allows students and faculty to place food orders up to forty-eight hours in advance. Students and faculty at UWRF can now place food orders at two on-campus eateries, Sandella's and Blimpie's, from any online computer system. Payment for the orders will be accepted through UWRF's campus card system (Odyssey PCS, also from CBORD) adding to student convenience.

The impetus behind the Webfood implementation at UWRF is twofold. As Gerda Benedict, Director of University Food Services, explains, "We are serving residential dining students in a facility that wasn't designed for the numbers we accommodate there. We're hoping that Webfood will help to alleviate some of the congestion that is caused while patrons are waiting for their food to be prepared." Webfood was an important consideration as well in the planning and development of UWRF's new Student Union. As Ms. Benedict points out, "Students and Staff schedules are so busy, particularly around the lunch time, that this is a way to assist in accommodating their schedules."

Students love Webfood for a variety of reasons. The main reason is not having to wait in long lines during peak dining times. Administrators are attracted to Webfood due to the increase in sales after installation as well as the increased customer satisfaction that comes with having an online food ordering system such as Webfood. The University of Wisconsin – River Falls joins an increasing number of colleges and universities experiencing the benefits of online ordering with CBORD's Webfood. Other colleges include Pennsylvania College of Technology, Cornell University, State University of New York at Cortland, and Trinity University in Texas.

About The CBORD Group

The CBORD Group serves a wide variety of clients in healthcare facilities, colleges and universities, corporations, chain restaurants, supermarkets, and gaming locations. The company's products are used in foodservice, catering, nutrition services, campus ID card privilege control, housing services, cashless dining, and other institution-wide activities. The CBORD Group serves more than 5,000 organizations in the U.S., Canada, Europe, the Middle East, and Australia.

The CBORD Group was founded in 1975. Today it employs more than 280 professionals. Visit CBORD at www.cbord.com for more information.

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