



Students and School Thrive with Online Pizza

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Ithaca, New York – At State University of New York (SUNY)-Cortland's Raquette Pizza restaurant, students now order their carryout or delivered pizza via computer rather than over the phone. Most students prefer to use the computer as their medium for communicating with the outside world, so SUNY-Cortland installed Webfood in conjunction with the reopening of Raquette Pizza—and the increase in sales has been dramatic! Webfood has generated substantially more orders and higher check averages. Online orders have been nearly double those of the average walk-in order—\$6.84 vs. \$3.50—and the average Webfood delivery order is \$12.84. Impressively, while Raquette Pizza also accepts phone orders, Webfood orders now outnumber phone orders by 20 to 1.

Since going live more than 15,000 orders have been processed online, and these have generated nearly \$150,000 in sales. Students have thoroughly embraced the technology. “Students love Webfood. They love the ability to preorder their food . . . it’s simple to use, and user friendly!” says Bill McNamara, Director of Dining Services at SUNY-Cortland.

In addition to Webfood, SUNY-Cortland uses CBORD's campus card system: Odyssey PCS. This means that students can order

their pizza via the web and then use the money Mom and Dad deposited in their campus card account to pay for it: Students get convenience and conserve scarce cash, while their parents gain better control over where the money sent to their sons and daughters gets spent. Other benefits include greater student satisfaction, less cash handling, and fewer hours spent by the business taking phone orders. In addition, orders don't get confused, as they can be when taken over the phone. Webfood also offers the University's various auxiliary services a new, "opt-in" avenue for marketing communications with students.

About The CBORD Group, Inc.

The CBORD Group, Inc., has been serving the campus-wide needs of higher-education facilities since 1975. CBORD serves a wide variety of clients and markets, including more than 700 colleges and universities, corporations, and healthcare institutions with its cashless and ID card privilege control systems, housing management systems, and Webfood online ordering service. In addition, CBORD handles thousands of chain restaurants, hospitals, universities, supermarkets, and gaming facilities with its suite of foodservice, catering, and nutrition software products. The CBORD Group serves customers in the U.S., Canada, Europe, the Middle East, and Australia. To learn more about CBORD, visit us at www.cbord.com.

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