

DELICACY CASE STUDY

Pinx Catering
by Craig Cooper



“Our operation is a bit different as we are focused on corporate sales. We don't have as many details to manage as say the Oscars. But we do manage 3-10 events in a day. TPP has allowed our team to take the information for these events and carve out timelines, distribution plans, fleet management, and staffing. The information (as much as our culture) has become the glue that holds the ship together.”



BENEFITS AND FUNCTIONALITY

“We have been on team TPP since Catersource 2014. My partner/wife and I attended that conference with the intention of learning all we could so we could do better with what we had.

At this conference, Pinky was wowed by the capabilities and how it could make our lives easier by consolidating our kitchen, sales, and operations into one comprehensive platform. And it was at this time I began my active partnership with John Cohen, because if we were going to be married to this software, I wanted it to be able to grow with me in my vision for our sales ops.”

USING TPP

“TPP has been awesome for us because it has allowed us to aggregate all our operations, details, and communications on one platform.

Once the data is input, we are then able to draw out for whichever team the details they need to execute their portion of the project. Event Worksheets, Snapshot Revenue Reports, Event List, Venue List are just a few of the standard reports we use weekly.

And we have been able to create custom reports that allow us to take an even deeper dive into our data so we can make informed decisions.”

LONG-TERM VALUE & STRATEGY

“From a strategic standpoint, technology is key to any organization working efficiently. We are all looking to reduce waste, and improve profitability. In my mind a lot of that begins with the tech deck.

TPP allowed us to eliminate the recipe books, receipts, word document proposals, excel spreadsheet checklists, and the invoice software. That time saved has been invaluable. Add to that the ability to extract the data from all the events so we can analyze what and how we are doing...the software allows us to make informed data based decisions because we can see the forest and the trees.

The 12 month rolling report they worked with us to create has allowed us to in real time make adjustments, so we can actively impact the course of our month rather than allowing the customers to dictate our fate, we can measure our growth by our revenue generating activities. So I would say that though we moved quickly to move to TPP, it was one of the best SAAS moves we have made in our history. Here is to another 10 years.”