

## FEAST CASE STUDY

*That's Italian*  
by Joe Lombardo



Our business has successfully navigated through COVID and our corporate clients have returned. We're actually in the process of opening up another company and are using TPP to manage both concepts. Looking forward to growing that as well.



### USING TPP

We've been using TPP for a very long time... not sure if it's been almost 10 years? We needed a way to standardize our proposals and present them in a more professional manner to our clients.

TPP has been a great help for us. We've standardized our procedures from the moment a guest fills out our inquiry form, to signing off electronically. Everything is neat, organized and easy for our staff to read. We love the reports and use them to help order inventory, make sales forecasts and schedule staff.

### BENEFITS AND FUNCTIONALITY

TPP is just as important to our company as our ovens, telephone and food. We use it everyday! Without it, we would not have been able to handle all our catering business. From 10% of our sales, the revenue from our catering/events department now comprises almost 50% of our business. We hope to eventually increase that as well and scale down our FOH business.

### LONG-TERM VALUE & STRATEGY

With TPP, we've been able to free up our catering manager's time. Our in-house waitstaff at the restaurant guide clients to our online catering request form. From there, our sales team contact the clients according to when the order is required. From there, we've been able to grow our mailing list and solicit additional business from our clients via CRM software. In the past, information was taken down incorrectly which wasted a lot of time and sometimes resulted in lost sales.