

## CASE STUDY

# Pop Tea Bar





According to industry research nearly 28% of adults have downloaded a restaurant app. Now, via Apptizer on the Poynt Smart Terminal, any-sized food business can offer its customers order ahead.

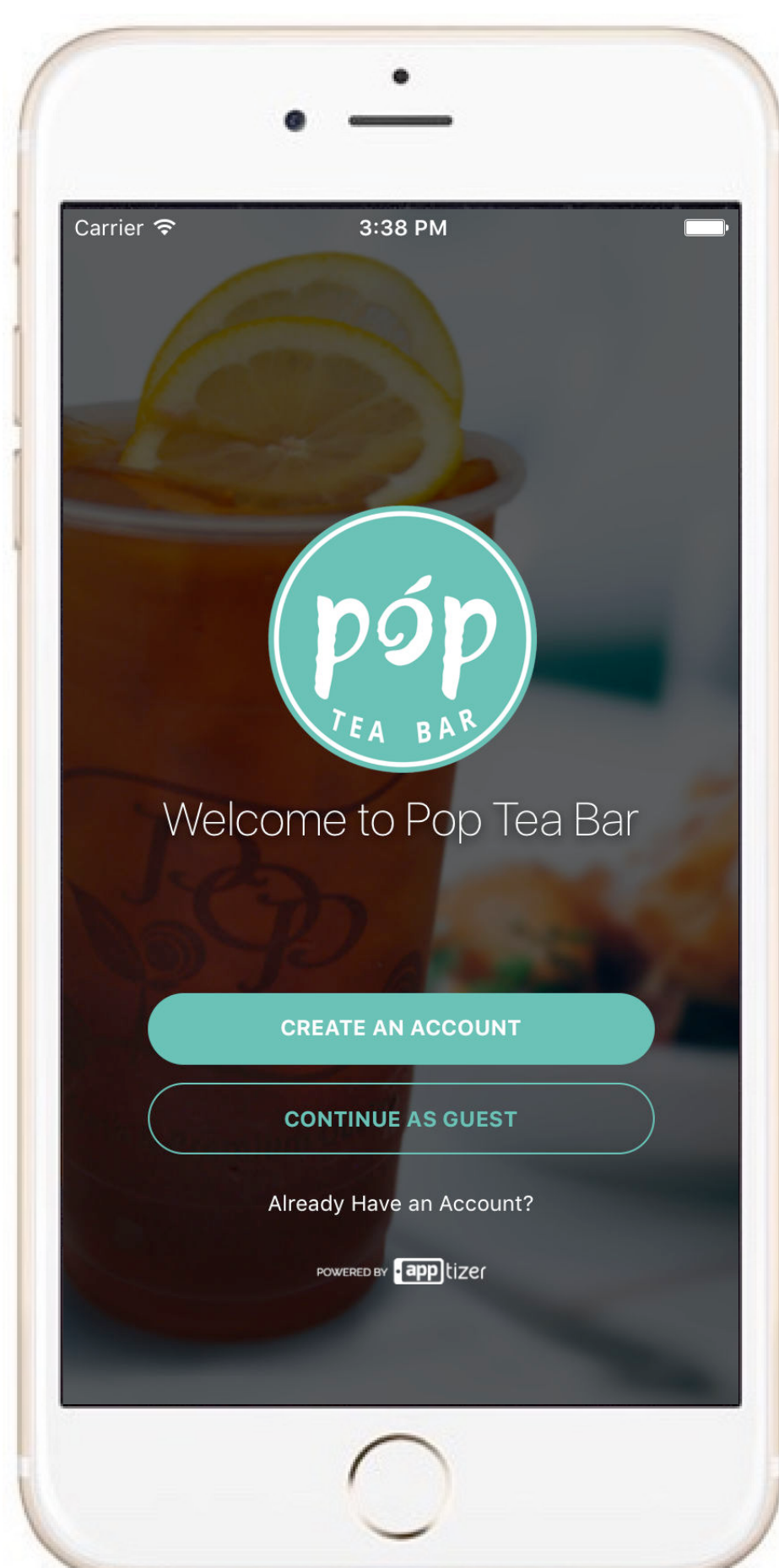
Take the example of Pop Tea Bar in Palo Alto, California. The popular bubble tea shop adopted Apptizer and was able to create a mobile app with order-ahead capabilities, with no tech support, in hours. Pop Tea Bar marketed the app to regulars, who were able to conveniently place and pick-up orders without waiting in line. Sales increased as a result of the convenience.

Pop Tea loves that the app drives so much value for the business, while being extremely convenient to manage:

- Staff can immediately see mobile orders in the Poynt Smart Terminal
- Any changes made to the Poynt Catalog are automatically updated in the app's menu
- Sales made through the app can be viewed in Poynt reports
- Promotional messages can be pushed to customers in seconds



-  **Location**  
Palo Alto, CA
-  **Business Type**  
Quick Service Restaurant
-  **Guest Visits per Day**  
120-150
-  **Poynt Product**  
Poynt Smart Terminal  
Apptizer App



Apptizer has been a huge value-add for our business; customers love ordering their favorite beverage without having to wait in line. For our team, we are better able to prepare for demand with order-ahead, and our sales have increased as a result of the ease of our app. We also love that our orders pop right-up in the Poynt Smart Terminal, and there is no need to update the menu in more than one place.

Andrew, Owner