



## CASE STUDY

# Enhancing Student Convenience with Real-time Mobile Ordering



**UNG** | UNIVERSITY of NORTH GEORGIA™

- Regional multi-campus institution; designated as a State Leadership Institution and The Military College of Georgia.
- Campuses in Blue Ridge, Cumming, Dahlonega, Gainesville and Oconee
- 20,000 students

### Products:

**Mobile Ordering, Cloud POS, Meal Plans, Stored Value**

*“Students love Mobile Ordering! It’s new technology that increases the speed of service by placing their order next in queue... they just eat it up and keep the campus in the right direction in terms of innovation.”*

Jessica Buffington  
Card Service Manager

## Challenges

The University of North Georgia is a regional, multi-campus institution with campuses in Blue Ridge, Cumming, Dahlonega, Gainesville and Oconee. The university serves nearly 20,000 students, and is one of the state’s largest and fastest growing institutions.

UNG needed a comprehensive solution that would deliver a rich shopping experience for their students while streamlining back-office operations for all campus locations.

As a long-time Transact client, UNG wanted to incorporate a mobile ordering option that would easily integrate with their existing Transaction System.

After considering another mobile ordering application, UNG made the decision to go with Transact due to the seamless integration, zero advertising from outside vendors, and the ability to manage and customize options in-house without relying on a third-party to make changes and customizations. Transact Mobile Ordering provided the flexibility to incorporate campus branding with the bonus of optional incentives and reward programs to help drive revenue and influence student behavior.

## Solution

With Transact Cloud Point-of-Sale (POS) and real-time Mobile Ordering, UNG was able to provide:

- A simple ordering process for students to submit orders from their mobile device—perfect for busy students on-the-go!
- An integrated POS solution that allows students to pay with their stored value accounts, credit cards, and meal plans.
- A single system to streamline their back-office operations to control on-hand inventory, access real-time sales reports, and simplify purchasing with supplier profiles to make intelligent buying decisions.

## Results

Within two months, UNG was able to successfully implement a single, cloud POS solution that would maximize efficiency for all campus locations and enhance student convenience with real-time mobile ordering.

By improving dining operations, UNG was able to increase the speed of service by 10-15 seconds per transaction which in turn, increased sales by 15% for the 2019 Fall semester.

