



## CASE STUDY

# Bac'n Me Crazy Improves Customer Wait with Star Micronics and Wholly App

Bac'n Me Crazy is a gourmet food truck based in Charleston, SC that specializes in out of this world dishes that are loaded with bacon. Bac'n Me Crazy was one of many food trucks in the Charleston area that was searching for a way to help their customers avoid the crazy and unpredictable South Carolina weather, and create a smoother workflow for employees. Wholly App and Star Micronics teamed up to provide Bac'n Me Crazy with the ideal solution for their food truck.

### THE SITUATION

Bac'n Me Crazy, one of the most popular food trucks in Charleston, SC, was searching for a way to make ordering not only easier for the customer, but for employees as well. The unpredictable east coast weather made standing in line at an outdoor food truck an undesirable prospect for customers. Always putting the customer first, Bac'n Me Crazy sought an online ordering solution from Wholly App, that would help to make the ordering experience more convenient for customers, and create an easier and smoother workflow for employees.



TSP650IIBTi



**End-user:** Bac'n Me Crazy

**Industry:** Food Truck

**Products:** Wholly Ap, Star's TSP650IIBTi Printer, WebPRNT

**Solution:** Wholly App's solution with Star's TSP650IIBTi printer and WebPRNT to create a better ordering experience for customers and improve the overall daily workflow of their business.



## THE SOLUTION

By installing Wholly App's solution with Star's TSP650IIBTi printer and WebPRNT, Bac'n Me Crazy was able to not only create a better ordering experience for customers, but improve the overall daily workflow of their business. Wholly App was able to create a customized solution for Bac'n Me Crazy, allowing customers to order from their phones, and receive an alert when their order is ready. When the customer ordered, the order would be sent directly to the Star printer using WebPRNT. WebPRNT eliminates the need to install any drivers, and enables printing from Wholly App's native application built specifically for Bac'n Me Crazy. Star's TSP650IIBTi has the durability to withstand the rush hours, and offers ultimate mobility with its Bluetooth feature, allowing employees to move the printer throughout the truck as necessary.

## THE RESULT

The biggest benefit of the Wholly App and Star solution for Bac'n Me Crazy is that it provides convenience for both customers and employees. Bac'n Me Crazy is now able to increase the amount of orders taken daily and the amount of customers served, while dodging a mile-long line outside the truck.

The TSP650IIBTi helped Bac'n Me Crazy better track their orders by printing the order time, name, payment options, and any special order requests right to the receipt. With the app and printed orders, they were able to track order for inventory at a much quicker speed as well.



*This solution has been a dream come true for us," says Jason Broz, Founder of Bac'n Me Crazy. "Wholly App and Star Micronics' solution allowed us to increase our business and make the lives of our customers easier – which is really the most important thing to us."*

*"When developing this app for Bac'n Me Crazy and thinking of printing options, Star was our first choice," says Mike Werner, Founder of Wholly App. "The TSP650IIBTi with WebPRNT made our job so much easier by providing a mobile and durable solution that could print orders right from the app."*



*"Because of the mobility requirement of this application, a standard Wi-Fi network cannot be set up in a truck, thus limiting the capabilities to connect devices other than Bluetooth. All of the orders are received through a cellular wireless network," Werner continues. "So, by having the Bluetooth printer, not only does it allow for easier movement, there are no wires that have to be dealt with either."*

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