



RUDY'S MODERNIZES ONLINE ORDERING AND GROUP MEAL OPERATIONS

OVERVIEW

Rudy's "Country Store" and Bar-B-Q — a Texas-born staple known for slow-smoked meats, oak-fired pits, and loyal fan base — needed a digital ordering platform that could match the complexity of its in-store operations. With a menu built around custom meat weights, group meals, and high-volume holiday orders, Rudy's required unique ordering flows and clear operational support.

By partnering with Onosys, Rudy's replaced its basic online tools with a fully integrated, brand-centric platform built around how its restaurants actually run. The result was a seamless guest experience, improved communication for operators, fewer manual workarounds, and greater visibility into future orders — supporting both day-to-day execution and major seasonal demand.



CHALLENGE

Before partnering with Onosys, Rudy's relied on a online ordering module that lacked the flexibility and operational support the brand needed. The existing system could not support group meals, custom meat increments, or the operational visibility required for large orders.

FOCUS AREAS

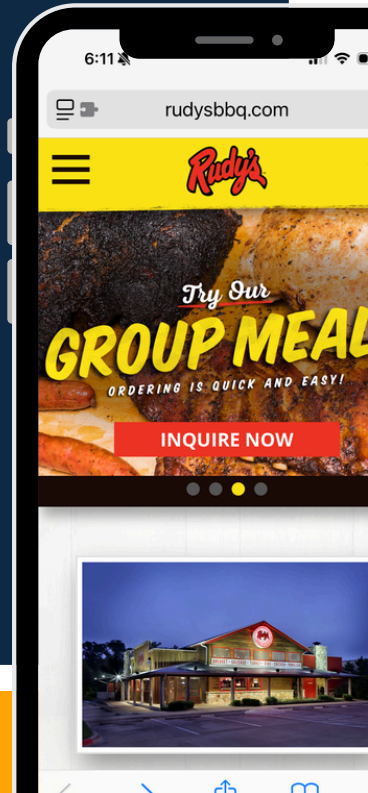
- **Limited menu flexibility:** No simple way to support quarter-/half-pound orders or catering-size meals.
- **Poor store visibility:** Operators saw orders only when they fired, limiting prep time for large or next-day orders.
- **Clunky workflows:** Online orders added extra steps and confusion for operators.
- **Payment issues:** Separate gateways caused monthly reconciliation discrepancies.
- **Low adoption confidence:** Earlier tools were complex and unreliable, limiting full rollout.

SOLUTION

Onosys partnered closely with Rudy's operations and training leadership to understand the unique way the brand takes and fulfills orders. Rather than forcing the menu into a standard template, Onosys worked to replicate Rudy's counter-ordering flow online.

Key actions included:

- Deep discovery sessions to understand meat increments, pack sizes, and customizations unique to Rudy's.
- Working directly with the Director of Training to ensure the system worked intuitively for operators.
- Building a menu and pricing model that matched how Rudy's cutters portion and serve meats.





TAILORED APPROACH

Rudy's needed a custom ordering flow to support half- and quarter-pound increments, bulk proteins, and large group meals. Onosys built flexible configuration tools that made the menu intuitive for guests while sending precise data to the kitchen and POS.

Key enhancements included:

- Streamlined group meal ordering for 10–300+ guests with scheduled pickups.
- Full pay-data integration into the POS, eliminating double entry and reconciliation issues.
- Automatic transmission of modifiers and quantities to each store, removing follow-up calls.

Additionally, a major improvement was instant printing of every online order — even when pickup was days away — giving operators real-time visibility into large orders, often placed three to five days out. Teams could prep earlier, assemble packaging, and staff confidently, turning holiday rushes into organized planning with hundreds of orders ready well in advance.

CUSTOMER EXPERIENCE & FEEDBACK

Rudy's has seen meaningful improvements in both guest ordering behavior and internal operator satisfaction. By grounding the platform in how Rudy's runs its restaurants, Onosys delivered a solution that works equally well for guests, managers, and the brand's accounting team.

Guest experience improvements:

- A seamless, intuitive digital menu designed around how Rudy's actually serves its food.
- The ability to place large orders online without an 8–9 minute phone call.
- Higher check averages due to easier access to group meals, proteins by weight, and add-ons.



Onosys took the time to understand our brand and menu offering. They didn't try to fit a square peg in a square hole — they wanted to understand why the peg was square so they could build a better solution for us.

RESULTS



Significant **increase in online orders** over manual phone orders for large group meals, **improved manager efficiency**.



Online orders generated roughly \$25 higher check averages than in-store or phone orders, boosting revenue with no added effort.



Instant visibility into scheduled orders allowed teams to prep earlier, staff appropriately, and handle peak demand with **greater accuracy and confidence**.



Fully integrated payment and order transmission **eliminated reconciliation issues** across systems.

Operator and accounting feedback:

- Immediate order visibility has been widely praised by managers.
- Integrated payments have removed nearly all reconciliation challenges.
- Less time on the phone and fewer manual steps made daily operations more efficient.
- Monthly operator meetings consistently highlight transparency and reliability as wins.