



CASE STUDY

Original ChopShop Sees Dramatic Check Increase & Loyalty Penetration With Bite

Overview



Original ChopShop is a fast-casual neighborhood dining chain specializing in feel-good, customizable meals for everybody. The company operates over two dozen locations serving protein bowls, salads, sandwiches, juices, protein shakes, superfruit bowls, breakfast items and other nutritious options with extensive customization possibilities, using high-quality, whole ingredients. ChopShop's menu features numerous add-on options, including premium vegetables, proteins, and specialty items, creating a complex ordering environment that requires careful optimization to maximize both customer satisfaction and revenue potential.

Business Name: Original ChopShop

Interviewee: Paul Marrero, Director of Information Technology

No. of Locations: 27

No. of Kiosks: Deployed in 100% of locations

Results Date Range: January – July 2025

The Challenge

Before implementing kiosks, ChopShop faced barriers to maximizing order value and customer engagement.



1. Customer hesitation at the register prevented guests from customizing orders they actually wanted, limiting add-on sales and creating negative experiences when facing human cashiers.

2. Hidden menu discovery issues meant specialty items like premium vegetables went largely undiscovered, while loyalty program enrollment, buried at checkout, resulted in low penetration rates.

3. Operational bottlenecks during peak periods, as staff struggled to present all customization options effectively, created rushed customer decisions, and limited visibility into preferences for menu optimization.

"When a customer is with a person at a register, they can feel intimidated to customize their order. When they're at the kiosk, they feel a lot more comfortable making the modifications they might actually want."

The Solution

Original ChopShop partnered with Bite to implement comprehensive self-service kiosks across all of their locations. Important factors included:



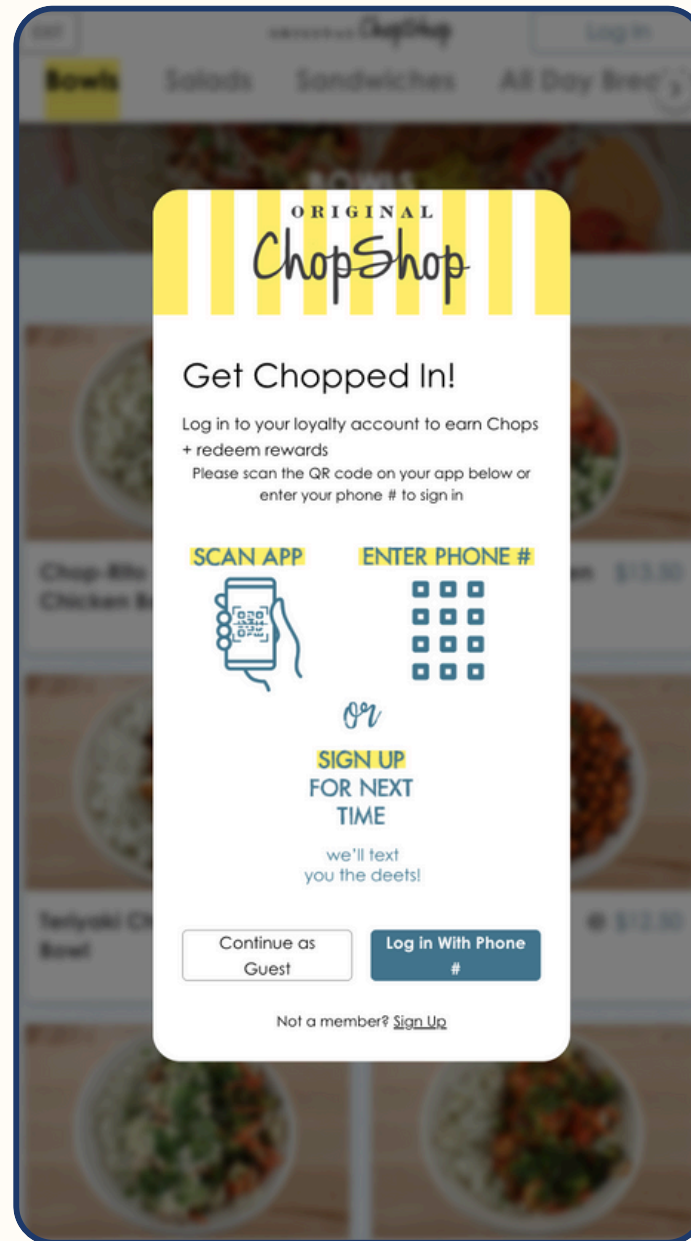
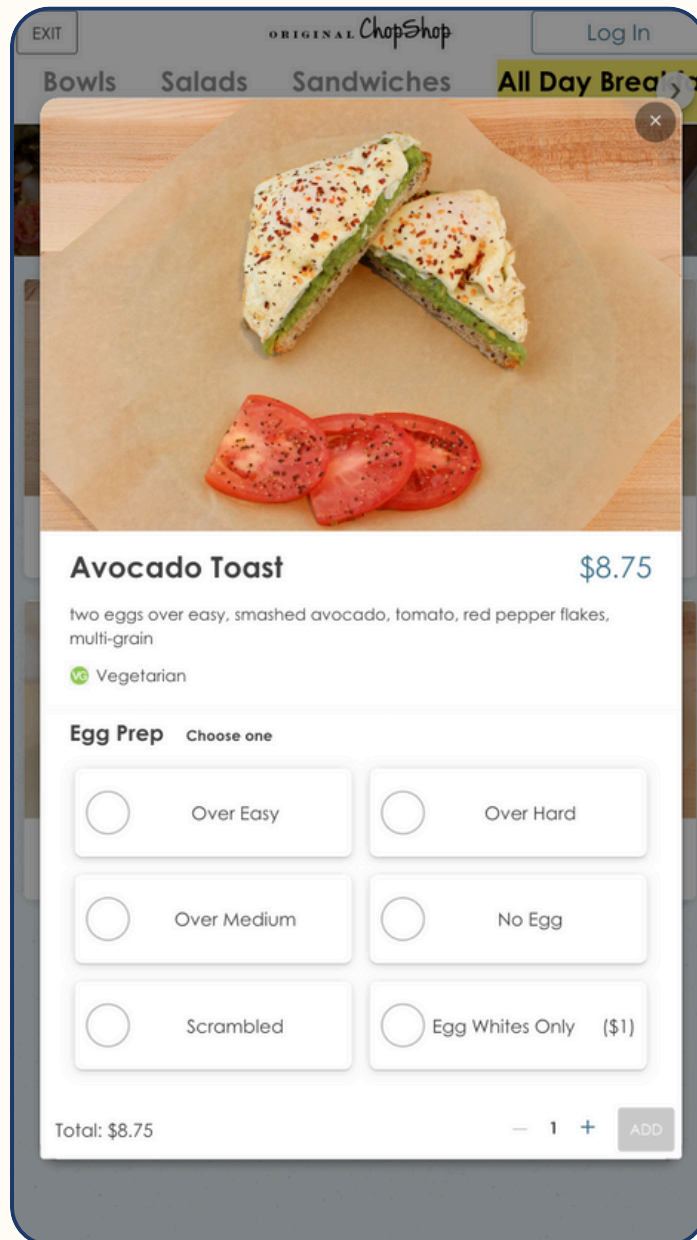
1. Strategic technology deployment with intuitive digital menu presentation, loyalty program integration that urged more signups, and text-to-account conversion for seamless digital engagement.

2. Optimized placement and flow design that forced guest interaction through proper kiosk positioning while maintaining human register options to accommodate all customer preferences.

3. Structured change management approach including dedicated kiosk ambassadors during rollout, hybrid support roles, and a month-long guest training period to promote kiosk adoption.

"For the first few weeks, we manned a person at the kiosk. That way, we could guide the guests through the ordering process. That was actually really critical to driving kiosk adoption."

The Results



15%

15% average check increase driven entirely by add-on sales with no base price changes, including dramatic improvements in menu items that were previously hidden or rarely ordered.



30%–40%

Strong customer engagement metrics with **30–40% loyalty program penetration** and **65–70% text-to-account conversion rates** by prompting guests to sign up for loyalty at the beginning of the ordering process.



95%

Operational excellence and adoption success with a **95% customer acceptance rate** after implementing kiosk ambassadors to guide guests through the ordering process, as well as optimized kiosk placement that forced guest interaction.

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