

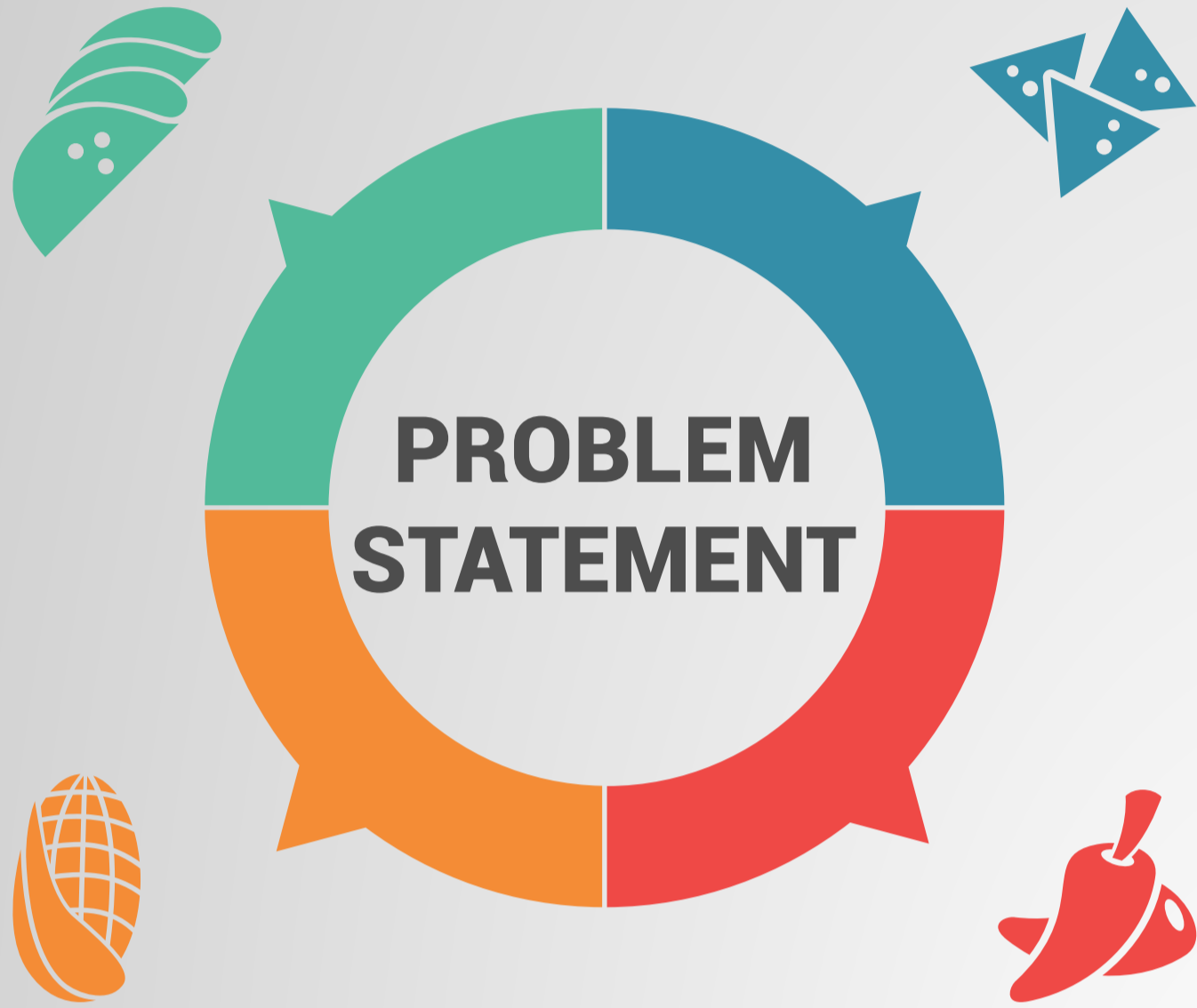
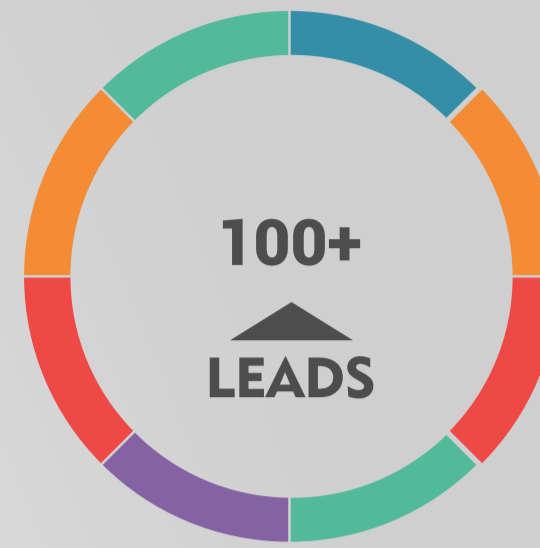


RANCHERO CATERING

Mexican Food Joint

The Los Rancheros's chain of business across Supermarkets, Taquerias and Catering was Opened in 1994 by Antonio Barragan and his wife Graciela Barragan. They moved to California from Michoacán, Mexico with hopes of opening their own Restaurant and Catering businesses.

Online manufacturing/distributors that lack 'a local lead generation platform' face significant business and revenue loss.

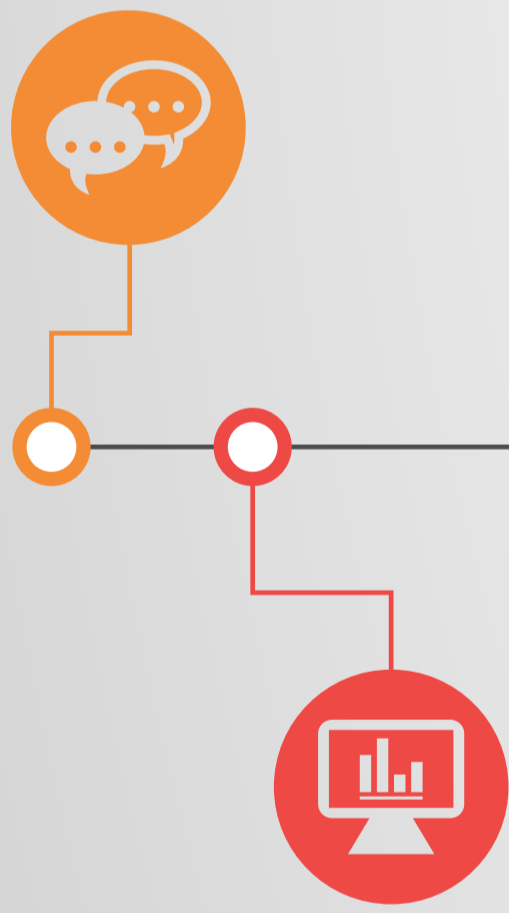


- 1 To effectively generate Local Leads and Optimize Search Engine Strategies
- 2 To capture the online audience which decides to visit a local shop, based on local searches and social
- 3 Generate the ability to custom book food trucks and events, based on local culture and their likings.

SOLUTION
Epikso's all-in- one platform built a custom 'local lead generation and ordering platform' leveraging the best in web industry standards.

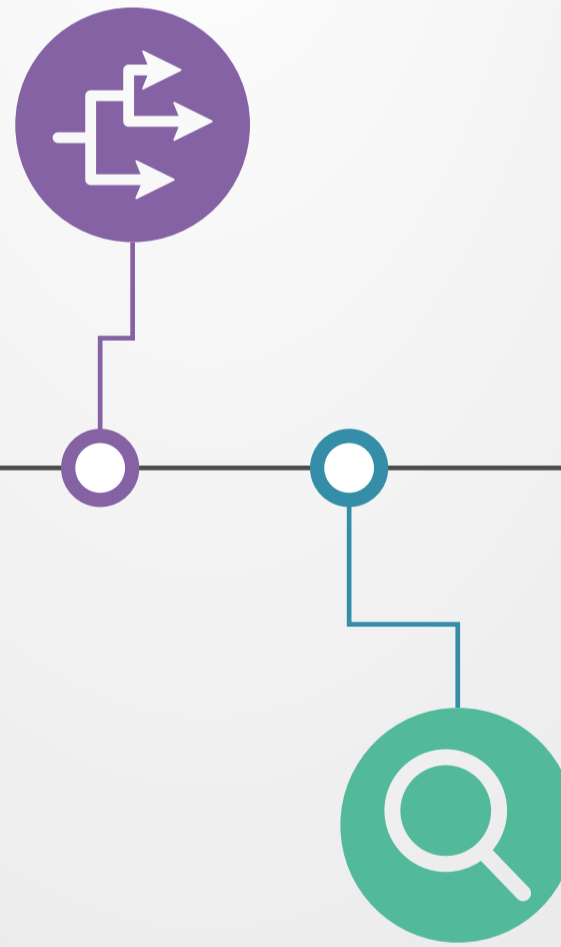
SOLUTION HIGHLIGHTS

Provided the capability to capture audience interaction across all channels from texts, chats, video call



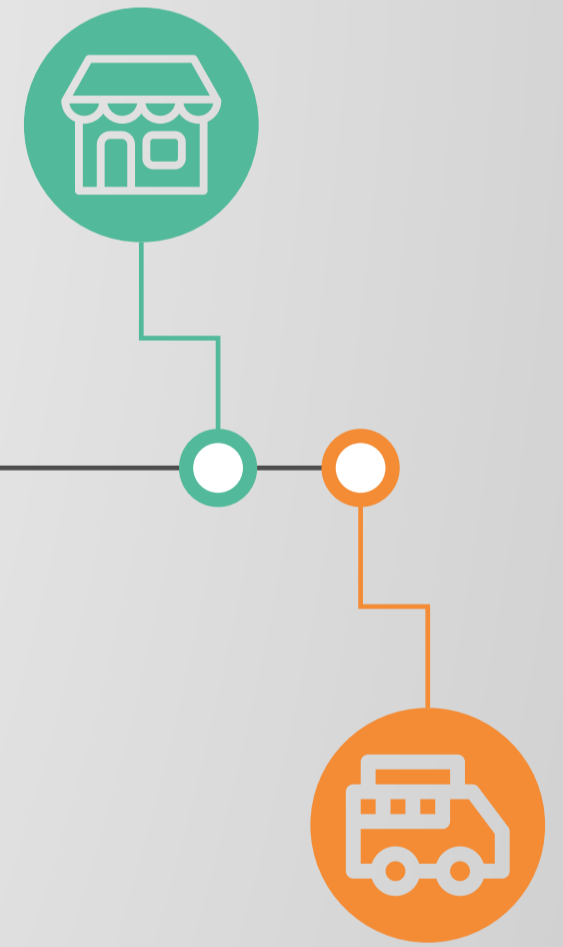
Provided the Dashboard and Key Performance Indicators for Insights into the new web platform's per visit lifecycle.

Delivered an online custom and responsive food and catering ordering workflow.



Achieved a Local search engine optimization strategy to drive in store footfall.

Delivered an Online site which is a reflection of the physical storefront than a canned theme template.



Made an online custom ordering system for food trucks and catering orders.

BUSINESS IMPACT



100 Local leads within 1 month of going live.



Achieved Significant Online & local Competitive differentials in catering and food truck orders.



Reduced costs, saving 50% on existing support/maintenance across three web properties.



Significantly reduced marketing costs and enhanced customer experience.