



RANCHERO CATERING

Mexican Food Joint

The Los Rancheros 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 related business.

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



- 1 Effective local lead generation and Search engine optimization strategy
- 2 Capture the online audience deciding to visit a local shop based on local searches and social reviews
- 3 Ability to custom book food trucks and events based on local culture affinity

SOLUTION

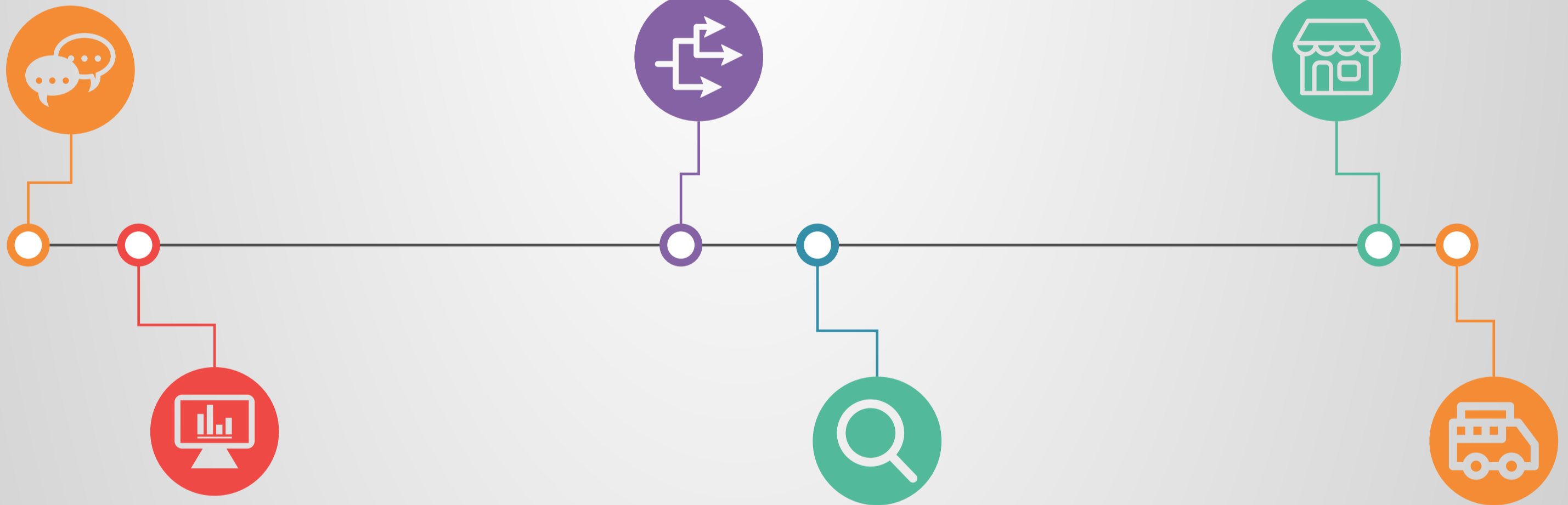
Epikso's all-in-one platform built a custom 'local lead generation and ordering platform' leveraging the best in web industry standards.

SOLUTION HIGHLIGHTS

Capability to capture audience interaction across all channels from text, chat, video, phone,

Responsive and custom online food and catering ordering workflow.

Online site a reflection of physical store front than a canned theme template.



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

Local search engine optimization strategy to drive in store footfall.

Online custom ordering system for food trucks and catering orders.

BUSINESS IMPACT



100 Local leads within 1 month of going live.



Online & local Competitive differentiation in catering and food truck orders.



50% cost savings on existing support/maintenance across three web properties.



Reduced marketing costs and enhanced customer experience.