

CASE STUDY

# Pokeworks Automatically Recaptures Lost Delivery Revenue with PAR OPS Recovery



**Fully automated recovery**

Protects margins behind the scenes



**Performance-based pricing**

Charges only for revenue recovered



**Stable 60% recovery rate**

across third-party delivery platforms

Founded in December 2015, Pokeworks offers fresh, customizable, Hawaiian-inspired poke bowls and burritos. What began as a quick grab-and-go spot in Midtown Manhattan steadily grew into a 75+-location fast-casual franchised brand serving guests across the U.S. and internationally.

Like many fast-casual brands, Pokeworks saw its off-premises business grow as it expanded. The company signed with DoorDash, GrubHub, and Uber Eats in 2016 to capitalize on the incremental revenue potential of these third-party delivery platforms. Business through this channel remained steady until COVID-19, which sent delivery volumes soaring and turned many guests into devoted third-party platform users. Today, third-party delivery represents over 30% of sales.

“We were leaving money on the table.”

Kasper Hsu, Cofounder and CIO, Pokeworks



## Refunds Eating into Margins

As Pokeworks delivery volume grew, so did the headaches from the sheer number of refund claims, order adjustments, and disputes with third-party delivery providers. This opened a costly revenue leak that was draining profits and chipping away at customer trust.

Given the company's scale and thin margins, leadership understood that recovering even a fraction of this lost delivery revenue would noticeably impact the bottom line. But the challenge was time. Operators were already stretched thin. The high volumes of disputes and the tedious, manual recovery process made it nearly impossible to chase down every questionable charge.

Disputing refunds was a fully manual and anything-but-easy process for Pokeworks. Each month, team members were sifting through long error



### Challenges

- ✓ Rising volume of third-party delivery refund claims and order adjustments
- ✓ Manual, time-consuming error statement reviews
- ✓ Navigating multiple complex merchant portals
- ✓ Spending up to 10 minutes per case on phone explanations
- ✓ Ongoing revenue leakage through channel

### Solution



### Results

- ✓ Automated recovery of otherwise-lost third-party delivery revenue
- ✓ Continuous, behind-the-scenes issue detection and dispute handling
- ✓ Consistent recovery performance across delivery platforms
- ✓ Significant time savings from avoiding manual reviews and dispute calls
- ✓ Risk mitigation with performance-based pricing structure
- ✓ Simple, mostly automated onboarding and rollouts across franchises

statements with hundreds of entries, followed by logging on to multiple merchant portals and hashing out each individual refund request on a support line over the phone. **Between hold times and explanations, any case could easily burn five or even 10 minutes.**

This wasn't a rare occurrence. It was happening regularly time across multiple restaurants – but notably, not all of them. Because many franchisees weren't pursuing third-party delivery loss recoveries at all.

"This is such a tedious process, and I understand why people don't want to do it," said Kasper Hsu, Pokeworks cofounder and CIO. "With everything it takes to operate a restaurant, a majority of our franchisees didn't have the time to make dispute calls. We were leaving money on the table."

"It has been hands-off for us right from the start. The PAR solution basically runs on its own in the background, finding us money while we attend to other things."

Kasper Hsu, Cofounder and CIO, Pokeworks

## Turning to Automation

Pokeworks leadership recognized it was time to up their recovery game by **leveraging automation through a revenue recovery partner.**

When evaluating potential recovery partners, Pokeworks conducted a side-by-side comparison between two industry leading providers. **Key decision criteria included overall recovery rate, cost structure flexibility, and stable results across the DoorDash, GrubHub, and Uber Eats marketplaces.**

"Cross-platform stability was especially critical for us," Hsu said. "We do significant business with UberEats and Doordash depending on the region, so strong recovery performance across both platforms were important to us."

The results showed that while both partners achieved similar overall recovery rates, **one provided more consistent performance across every delivery platform. That partner was PAR.**

## Performance-Based Pricing Sealed the Deal

According to Hsu, the PAR OPS Recovery solution's flexible pricing model was ultimately the deciding factor for

Pokeworks. Unlike the other provider that charges a fixed monthly fee per location, PAR offers flexibility to create pricing structures that are tailored to each brand's size and unique needs. For Pokeworks, that meant paying a percentage of successfully recovered funds only – no recovery, no fee.

"We didn't feel comfortable paying a flat fee for results that could vary location by location," Hsu said. "PAR's performance-based pricing removes our risk. This type of cost structure makes it significantly easier to gain buy-in from our franchisees."

PAR OPS Recovery fully automates the delivery loss dispute process, operating 24/7 behind the scenes to identify and recover eligible losses. It also provides on-demand reporting for instant updates on dispute performance and recovered funds.

Hsu confirmed that onboarding was fast and mostly automated, rollouts across locations went smoothly, and connecting with the three delivery platforms was easy. Since going live, he has reported no ongoing support burden and little need for intervention of any kind.

"It has been hands-off for us right from the start. The PAR solution basically runs on its own in the background, finding us money while we attend to other things. The invoicing and reconciliation have also been spot-on."

## Revenue Recovered, Time Reclaimed

With PAR OPS Recovery in place, Pokeworks franchisees no longer waste time calling delivery marketplaces to argue about refunds. Refund recovery now consistently hovers around 60% across all three platforms – numbers the corporate team can easily track through real-time visibility into dispute outcomes and recovered funds. Best of all, operators can focus on running their restaurants and delighting guests instead of chasing refunds.

Hsu also credited PAR OPS Recovery for staying current with the ever-changing dispute rules across DoorDash, GrubHub, and Uber Eats. It is yet another way the solution keeps the complexity behind the scenes to help brands maintain industry-leading loss recovery results without lifting a finger.

"With delivery driving so much of sales and operators getting pulled in more directions than ever, recovery automation has become a strategic necessity for all QSRs and fast casuals. It's a smart, simple, and justifiable way to win back lost revenue."

Kasper Hsu, Cofounder and CIO, Pokeworks

