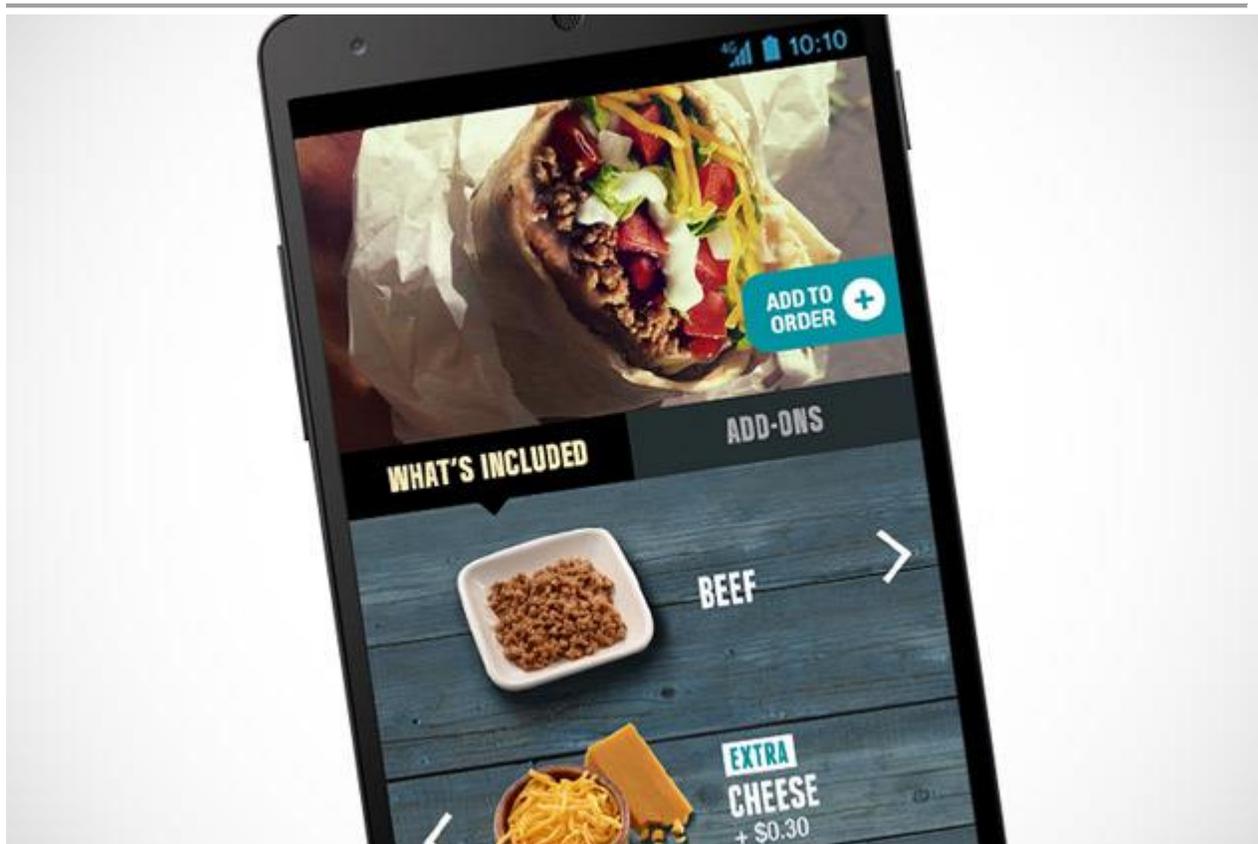


[http://www.businessweek.com/articles/2014-10-28/taco-bell-wants-to-sell-customers-more-toppings-via-new-mobile-app?campaign\\_id=yhoo](http://www.businessweek.com/articles/2014-10-28/taco-bell-wants-to-sell-customers-more-toppings-via-new-mobile-app?campaign_id=yhoo)

## Taco Bell's New Order-Ahead App Sharpens the Digital Up-Sell

By [Venessa Wong](#) October 28, 2014

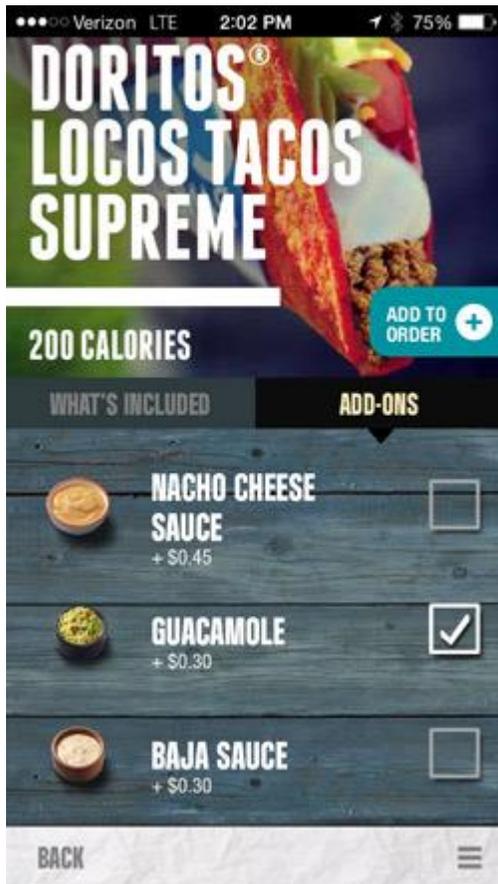


Courtesy Taco Bell

Taco Bell ([YUM](#)) has a 10-year plan to double revenue to \$14 billion, most of it from launching [thousands of new stores](#). Here's an additional way the chain is trying to get customers to spend more: It launches a mobile app today, Tuesday, Oct. 28, that encourages people to spend additional dollars to soup up their tacos and burritos.

Taco Bell says about 70 percent of its orders are already customized: Hold the cheese, add extra meat, sour cream on the side. It hopes the menu on the app will tempt additional customers to pay for such add-ons as pico de gallo, roasted corn salsa, or guacamole, which aren't always

obvious options on the restaurants' menu boards. The app will also feature deals that aren't listed on restaurant menus.



Courtesy Taco Bell

Customization is taking off at restaurant chains, including Panera ([PNRA](#)), which includes custom options on its app, and McDonald's ([MCD](#)), which recently announced plans to expand its build-your-own burger program.

### [Story: Drive-Thru Fast Food Is Getting Just a Little Bit Slower](#)

Pizza chains have been at the forefront of ordering-by-app, and they've learned that when people order digitally, they spend more money. Digital up-sales result partly from customers being able to see the entire menu—let's get bread sticks!—and also because restaurants can push add-ons such as new appetizers or drinks. It's a digital version of "Would you like to Super-Size that?"

The problem with ordering ahead, of course, is timing. Customers want their food to be —and ready—when they arrive. If Taco Bell starts cooking too soon, the food will get cold; if it waits too long, customers will become annoyed. The app tries to solve this conundrum with a button for users to click when they get to the store or the drive-through, telling the kitchen to start cooking the orders. This is similar to the [order-ahead app](#) at McDonald's, which requires customers to scan a QR code at the store when they arrive. In either case, you needn't leave your car.

