

From the Dallas Business Journal:

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## How online ordering is changing the restaurant industry

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The last time you went online to order freaky fast delivery, the invisible tech accommodating the transaction was handled by a North Texas company.

And the fact you didn't know OrderTalk, Inc. had built the platform is just the way the Flower Mound-based company wants it.

The software and solutions provider creates online ordering platforms used by companies such as [Jimmy John's](#), Jason's Deli and Cracker Barrel. And while other online ordering companies are customer-facing, OrderTalk allows the restaurant itself to take the lead on branding.

The strategy is working to the tune of about \$2.5 million in orders processed a day.

OrderTalk brought on a new senior vice president of business development earlier this year, to help continue its expansion. [Lisa Recoussine](#) joined the company in September.

Recoussine, who worked for a digital-minded restaurant marketing agency in the past, spoke to the Dallas Business Journal about OrderTalk and how the online ordering space has evolved.

### What attracted you to OrderTalk?

I've been in business development for restaurants for over 20 years, so I always had a passion for the restaurant industry. I'm a foodie at heart, as well.

### What is OrderTalk?

We have software as a service where restaurants utilize our platform in order to run their online



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Lisa Recoussine, Senior Vice President of Business Development for OrderTalk, Inc.

orders. We're very different from some of our other providers because we don't promote ourself. We're not an aggregator, like GrubHub. We are behind the scenes.

**What impact have new food delivery services such as UberEATS and DoorDash had on the business?**

They haven't greatly impacted our business, though we do get more requests now from clients who haven't traditionally done delivery but are now looking to grow their customers through delivery.

We can integrate with any third-party delivery service. Some of our clients work with their own third-party delivery service.

**How has the industry changed since you lasted worked in it?**

At that point in time we were talking about online ordering but there was very little acceptance in the restaurant industry. ... Now coming back into this type of solution seven years later, it's wonderful and exciting to see the innovation that's taking place.

**Shawn Shinneman**  
Staff Writer  
*Dallas Business Journal*

