



Success Story: Tessa's Bakery

Streamlining Order Management
to Save Time, Money, and Frustration



The Challenge

[Tessa's Bakery](#), a family-run bakery established in 1987, started small as a home bakery and has only grown since then. Owners, George and Des Dasopatis handle approximately 550 orders per month, paper orders were getting lost, digital spreadsheets became cumbersome, and small mistakes were piling up.

The bakery's departments physically went through every order to determine what needed to be baked that day and who paid for their order. Without a single source of order information, miscommunication about order details made for inefficient processes and tensions were mounting between the production and sales teams.

The Solution

OrderNova provided a cloud-based solution that allowed Tessa's Bakery to take and track orders, plan for daily production, and cut down on mistakes that were costing them time and money. Three major OrderNova components contributed to the positive results that the bakery has seen since implementing the solution:



1. Production Checklist



2. Custom Cake Ordering



3. On-hold Feature

Solution tailored for bakeries

“ We've been looking for a better system for years. We tried out a few other systems that didn't really work for our team. OrderNova is very unique because **it's made specifically for bakeries**. From an owner's point of view, it gives us more control over orders and we can see exactly what needs to be done.

George and Des Dasopatis

Results:

Production Checklist

Before OrderNova, simple human error meant that orders often had the wrong dates or lacked all the needed details. Similarly, each day team members would need to sift through all the various paperwork to get an accurate picture of their daily work.

OrderNova solved these problems with detailed, on-demand reporting to help Tessa's Bakery complete and analyze its daily operations. Now anyone can view orders and reports to know exactly what to make and when to make it. Everyone from the bakers to the sales team to the owners has the whole picture.



Highlights

- ✓ Standardized order forms to significantly reduce order errors due to missing information
- ✓ Offered the bakery owners more control and transparency for capacity planning
- ✓ Streamlined delivery and pickup of baking kits due to the ability to pull reports by date range

Solution tailored for bakeries

“

Before OrderNova, it took each of our three departments an hour every day to go over the sheets and paper orders. Now it's **as easy as a click of a button** to see what needs to be baked when. Now it takes just ten minutes to run the report and send it out.

George and Des Dasopatis

Results:

Custom Cakes Orders

When it came to custom cake orders, Tessa's Bakery had a detailed but flawed system in place. Because they were using spreadsheets, it was often difficult to add as much information as needed. Due to the nature of spreadsheets, they were always chasing any photos related to orders. To combat this, the bakery printed all the images and sheets which led to a hefty monthly printing cost.

Half of Tessa's Bakery business is made through custom cakes, so it was essential to find an ordering system that would make their jobs easier. Enter OrderNova! Now that their custom cake orders are through a system that centralizes all their order information and is accessible on any device, Tessa's has gone nearly paperless.



Highlights

- ✓ Streamlined the custom cake ordering process to save time and money
- ✓ Cut printing costs by 50% leading to saving as much money as paying
- ✓ Implemented the ability to check in on orders from anywhere

Investment that pays off quickly

“ Just through halving our printing costs alone, OrderNova has already paid for itself.

George and Des Dasopatis

Favorite Feature: On-hold

One of the bakery's major pain points was communication between the sales and production teams. Both departments were acting in silos, and information was not easily shared between them. Daily baking was based on paid orders and excluded unpaid orders. However, in cases where an order was paid shortly before it was due to be picked up or delivered, the production team had to scramble to complete that order at the last minute. This process became an issue for a number of reasons, including:

1. Last-minute paid orders added to the production list meant bakery staff had too many orders to complete on any given day.
2. There was no way to keep on top of future orders or plan lead time.
3. With the OrderNova on-hold feature, all departments can see upcoming unpaid orders, allowing the bakery team foresight into potential last-minute bakes.



Highlights

- ✓ Reduced tension between production and sales
- ✓ Inputting order reduces mistakes or missing certain items – provides the list of all the options
- ✓ Increased visibility through the ability to track payments

Bakery efficiency

“
Ordernova has made a huge difference in efficiency!

George and Des Dasopatis

What is OrderNova?

OrderNova is a bakery order management platform for independently-owned retail and wholesale bakeries. Our solution offers complete mission control for your bakery with features like e-commerce, recurring orders, custom cakes, flexible pricing, detailed reporting, and more.



Streamlined Ordering Process

- ✓ Add multiple locations and customized hours
- ✓ Input different delivery/pickup options
- ✓ Adjust templates, attributes, and pricing



Optimize Wholesale

- ✓ Set standing orders
- ✓ Send automatic invoices
- ✓ Allow wholesale customers to place their own orders through a client portal



Create an Online Store

- ✓ Choose which products are available on line
- ✓ Highlight seasonal or popular products
- ✓ Match your brand

**Keep track of your orders, plan your bakery's production
and sell online with one platform tailored for bakers.**

Get started for free

- ✓ First 100 orders for free
- ✓ No credit card required