

# Rusty's Pizza Parlor

## CLIENT SUCCESS: CONTENT MANAGEMENT SYSTEM

### SNAPSHOT



### ORGANIZATION

Founded in 1969, Rusty's Pizza Parlor has 18 restaurant locations in Santa Barbara and Bakersfield, California.

### CHALLENGE

Develop a modern website for a successful regional business in a very competitive market. Provide non-technical marketing staff members with an easy way to update corporate web content.

### STRATEGY

Meet with company leaders to discuss their vision and requirements. Develop a new website and content management system (CMS) that empowers Rusty's to be in full control of its online presence.

### RESULTS

Sales have increased steadily since the launch of the new website, setting an all-time high in the first year. The solution attracts new business, improves Rusty's corporate image and online presence through updatable SEO content, communicates the company's involvement with its community, and conveys the quality of its products.

*Rusty's Pizza Parlor has secured a large and devoted customer base in its competitive California markets by offering high-quality food, fast service, and the easiest possible way to place orders. The company pioneered call center technology in the early 1990s, streamlining internal operations and giving customers a single telephone number for all locations, citywide.*

Until recently, Rusty's had an outdated website that didn't reflect the premium experience the popular restaurant chain offered. With competitors carving out slices of the Internet market and a new generation of tech-savvy consumers preferring online interactions, Rusty's needed an up-to-date web presence. Company leaders sought a technology provider that could deliver a modern web platform to improve their online image and make it easier for customers to order the great food Rusty's is known for.

To meet these objectives, Rusty's engaged Visus LLC to create a new website and content management system (CMS) with advanced e-commerce capabilities for online ordering. The CMS solution ensures self-sufficiency by allowing Rusty's personnel to easily control web content. And it provides Rusty's customers with an efficient way to order pizza and other menu items online using computers, tablets, and smartphones.

In the first year following the launch of the new website, Rusty's set an all-time record in sales – up eight percent from the previous year. “The response from customers has been phenomenal,” says Tyler Duncan, president of Rusty's Pizza Parlor. “Visus enabled us to leapfrog our competitors by creating an impressive web presence that attracts new business and simplifies ordering.”

Developed with Telerik's Sitefinity ASP.NET CMS and Microsoft SQL Server database, the Visus solution leverages a best-of-breed content management platform. Authorized Rusty's employees can update the corporate web content using simple templates and drag-and-drop tools. They can revise menu items and descriptions, change pricing and availability, and upload pictures and graphics with confidence that the site will display correctly, look professional, and meet visitors' expectations.

The Visus solution gives Rusty's a solid platform that it can build on to meet future needs. Company leaders can access user-friendly tools to expand the functionality of the website – such as adding a blog or other features – without additional investments in programming fees.

*“We had a very specific vision of what we wanted in a new website. Visus did a great job of turning our vision into a reality. Designers from Visus collaborated with us, showing us drafts and iterations of the site until it had the *Wow!* factor we were looking for. They created a stable and dependable solution that helps us stand out and succeed in a very competitive market.”*

– Tyler Duncan, President, Rusty's Pizza Parlor

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