

Leading Food Services Company Simplifies Kitchen Design and Sales Process

How the 3D Cloud Room Planner delivered 99.9% order accuracy and a 5x speed improvement for one of the world's most admired companies.

Background

A prominent force in non-commercial food services, recognized by Fortune among the world's most admired companies, sought a fresh path to improving the breakroom design and ordering experience. As one of the largest service providers in this space in North America, this company had an essential mission: deliver a frictionless ordering and design experience to Fortune 100 clients for dining, coffee, and vending spaces. With over 10,000 employees and \$2B+ in annual revenue, they faced a unique challenge—outdated tools that hindered their efficiency and accuracy in designing and ordering custom market spaces.

The stakes were high: errors in visualization meant costly order adjustments and service delays, undermining the precision required to meet client expectations and driving up operational costs. With a strong commitment to efficiency, quality, and client satisfaction, this company embarked on a search for a flexible solution that would integrate floorplan design and ordering processes, allowing teams to serve clients faster while eliminating hiccups.

Company Fast Facts

- 10,000+ employees
- \$2B+ annual revenue
- Operates across North America (US and Canada)
- Works with 98 of the Fortune 100 companies
- Offers national and regional solutions
- Diverse business lines: Markets, Dining, Coffee, Vending

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“The 3D Cloud Room Planner has been key to meeting new levels of operational efficiency.”

Creative Director, Leading Food Services Company

The Challenge: An Urgent Need for Streamlined Solutions

This food services leader faced a problem many large-scale operations encounter: an outdated, unreliable collection of tools used to design market spaces and generate accurate orders. Existing software systems struggled to keep up with their needs, resulting in inaccurate layouts, manual rework, and a lack of integration with back-end ordering systems. The lack of robust support from their existing vendor exacerbated the situation, leaving them with a tool that was inflexible and poorly suited to the high standards of precision their operations demanded.

For a company operating across national and regional markets and catering to high-profile clients, every error or delay affected their brand and bottom line. They required a tool that could not only visualize spaces accurately but also simplify the design-to-order workflow, helping them bring clients' visions to life with speed and accuracy.



3D render of a breakroom designed in the 3D Cloud Room Planner

Outcomes Achieved:

\$2.5 M+

Revenue Per Month
and Growing

5x

Faster Than
Incumbent Solutions

99.9%

Improved
Order Accuracy

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“The 3D Cloud Room Planner has transformed our project planning approach. We now create exact layouts for spaces we design, improving accuracy and drastically reducing errors in our orders.”

Director of Technology Innovation



3D render of a breakroom designed in the 3D Cloud Room Planner

A Tool to Bridge Design and Operations

This organization needed more than a typical visualization tool; they required a solution to bridge the gap between design and operations—a tool that empowered every team member from designers to field operators and sales teams. They envisioned a comprehensive solution that could streamline workflows, ensure precision, and make the entire process of designing and ordering breakroom spaces as smooth as possible.

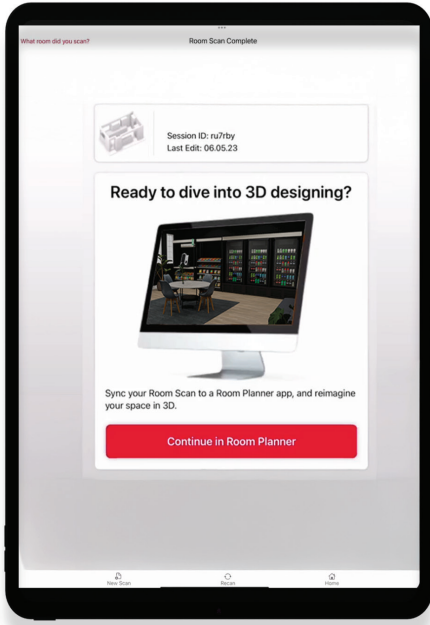
Solution

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3D render of a breakroom designed in the 3D Cloud Room Planner

The 3D Cloud Room Planner was Deployed in Three Phases



View of starting a room design in 3D Cloud

Phase 1: Operators utilized the tool post-sale to finalize layouts and confirm orders. This ensured that each shipment was precise, helping to eliminate errors and meet client expectations.

Phase 2: A streamlined version of the tool was rolled out to sales teams, enabling them to create and adjust layouts in real-time, providing on-the-go service to prospective clients.

Phase 3: Clients themselves could use the platform to design spaces and request quotes, allowing for faster lead generation and a smoother pre-sales process.

Impact: Empowered Teams and Precise Outcomes

The organization began seeing the benefits of the 3D Cloud Room Planner immediately. Operators could visualize projects with precision, creating tailored layouts without multiple iterations. The solution provided flexibility, allowing teams to meet each client's unique needs while reducing order errors significantly. Within months of deployment, the tool processed nearly \$2 million in project requests, with an impressive 90% conversion rate from requests to sold projects.

Results and Future Outlook

Since adopting the 3D Cloud Room Planner, this non-commercial food services leader has equipped its teams with a flexible, scalable tool that supports current operations and enhances sales and pre-sales processes. As they continue rolling out the planner across teams, the organization looks forward to leveraging its full capabilities to provide seamless, precise solutions that drive client satisfaction and business growth.



Viewing the room design in 3D Cloud Room Planner



3D render of a breakroom designed in the 3D Cloud Room Planner

About 3D Cloud

3D Cloud is a digital asset management platform specializing in enterprise 3D product visualization and configuration for industries ranging from home furnishings and office furniture to kitchen, bath, and home improvement. We empower brands to deliver consistent, immersive experiences across touchpoints. With clients spanning the globe, 3D Cloud is trusted by major retailers and brands to drive innovation and efficiency in a highly competitive market.

For more information, visit [3Dcloud.com](https://3dcloud.com).

3D Cloud clients include



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