

Rush Patisserie Case Study

How a patisserie scaled their business after switching to Square Invoices



Business Overview

Samantha Rush is the owner and pastry chef at Rush Patisserie. Their services include pastry catering, selling wholesale to surrounding businesses, and operating as a food truck for retail sales and deliveries. The food truck, which is a newer part of the business, is the home base for managing catering, events, and deliveries.

The Objective

With multiple revenue streams in the business model, Samantha wanted to ensure that she could help customers automate the wholesale process efficiently and save time. An invoicing tool that would work for both the wholesale and the retail parts of the business, including moving from an estimate with package options to an invoice, was important. As a longtime Square seller, Samantha was comfortable with Square as a point-of-sale system and with Square Reader for mobile payment processing. She continued to evolve her business practices as Square introduced new tools.

The Challenge

As Rush Patisserie grew, the invoicing system needed an upgrade. Samantha's previous invoicing program was a Windows-based spreadsheet she created, which no longer fit her needs. Samantha realized that a modern invoicing solution could help her save time, customize orders and invoices, and keep the business running more smoothly. Rush Patisserie has a strong reputation and are known for excellent customer service. Samantha wanted her new invoicing system to meet that level of professionalism and help scale the business.

At a glance

2007

founded

Location

Dallas, Texas

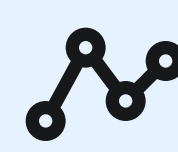
Services

Catering, wholesale, retail sale

Business Needs



Flexible, all-in-one payment system



Integrated estimates, contracts, and invoices



Accurate billing information

↳ The Solution: Square Invoices

After switching to Square for invoicing and estimates, she was able to put together the exact packages for pastry catering orders rather than having multiple invoices for a single customer. Square Invoices was instrumental in improving Samantha's billing process and saved her countless hours in the process.



Integrated workflow

After getting the initial order request through Rush Patisserie's website, Samantha can send an estimate, include multiple options or make revisions, then auto-convert it to an invoice when the client approves. This process saves time and cuts out room for error when dealing with multiple documents. It enables her to manage the customer relationship from initial outreach to completed payment.

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It's a way to streamline everything. Everything is in this one app. I don't have to go to another program. Our usage of Square has expanded.

Samantha Rush, owner and Pastry Chef at Rush Patisserie

Increased sales

Square tools have helped Samantha meet business goals, automate processes, and get more time back in her day. This is true for both the wholesale and food-truck elements of the business. She estimates that 98% of wholesale transactions are automated thanks to Square Invoices. By having estimates and invoices integrated, Square Invoices has sped up the sales process on the food truck side of the business by 80%.

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Square helps us provide better customer service. With a streamlined process most people are excited when we're able to send a deposit link, and they're able to pay it from their phone without thinking about it.

Samantha Rush, owner and Pastry Chef at Rush Patisserie

A modern payment solution

Square Invoices is the modern solution that meets Samantha's needs of convenience and efficiency, with the added benefit of integrating tools she was already familiar with. Additionally, Square Invoices provides her with a centralized solution that lets her see what's paid and what's outstanding on her Square Dashboard.

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Square Invoices frees up at least an hour or two every week, if not more. Invoices are automatically generated, automatically sent over, and most of the time paid online via the link. It's practically a hands-off process.

Samantha Rush, owner and Pastry Chef at Rush Patisserie

↳ The Results

98%

of invoicing is automated for the wholesale side of the business

80%

quicker invoicing process for the food truck service

10%

increase in conversions from invoice to sale for their food truck service