Bake It on Wheels Puts the Icing on the Cake with OnTask

CASE STUDY

Overview

Bake It on Wheels was born out of founder Natasha O'Connor's love for all things sweet, namely baked goods and kids. After starting several successful businesses in the Miami area, she took her baking and party hosting skills on the go by converting a school bus into a mobile kitchen and party station. Despite getting Bake It on Wheels underway just as the COVID-19 pandemic struck, Natasha pushed forward with great success and within a year took her first steps to franchise the business. The company currently hosts around 30 parties and after school enrichment programs each month and expects to add several new franchises over the next two years.

Challenges

As part of her ongoing effort to expand the business, Natasha realized she needed a better solution for managing liability waivers than emails and spreadsheets. "I had the attorney write up the waiver and I put it on a paper form, but there was no way of getting to the party and quickly accessing them," she explains.

Bake it ON WHEELS

Founded in 2019, Bake It on Wheels™ is a truly unique party experience that brings a fully equipped mobile bakery to any location for parties and special events. Each customized bus features a classroom area and a commercial-grade kitchen for children to bake and decorate everything from cupcakes and cookies to donuts and full cakes. With multiple baking party packages to choose from, Bake It on Wheels delivers all the candy-coated "wow-factor" anyone could ask for.

> " *I highly recommend OnTask— everything about it, from how easy it is to work with, the customer service, the training, the willingness to make it work in any way for your concept. I have not had an issue, not one day, with OnTask.* "
>
> — Natasha O'Connor, Founder of Bake It on Wheels

Challenges (Continued)

"It made sense the first seven months when we were operating at 50% capacity due to COVID, but when you franchise the business, you can't do things bare minimum. You have to do them the right way."

That sent Natasha looking for a dedicated solution for handling waivers. The solution needed to integrate with the Bake It on Wheels reservation system to make it easy for every guest to sign and submit their forms, which could then be pulled up and verified on location using a tablet. Unfortunately, many of the solutions she considered used a per-waiver pricing structure and offered little in the way of flexibility or customer service.

Upon discovering OnTask and its more flexible pricing structure, she reached out to see if the team could build the waiver solution she needed to scale her business. "I ran down with them what I was looking for," Natasha recalls, "and they said, 'There's definitely a way we can make this work.'"

Results

Using the basic waiver template, the OnTask team worked closely with Natasha to develop a workflow that could automate the entire process. They created party folders to better organize submitted waivers and used a combination of links and QR codes to connect parents to the form. By integrating OnTask with the Bake It on Wheels reservation system, waivers could be completed online ahead of the event and then accessed on the bus using a tablet to quickly verify that everyone coming aboard for the party has completed the necessary paperwork. In the event someone forgot to fill out their waiver or one child was taking another child's place, a QR code could easily connect them to the appropriate web form.

"No matter who steps on the bus, a waiver has to be signed," Natasha says. "Whether you're a photographer, a mother, or a child, if you're entering the bus, you have to have a waiver."

After a smooth onboarding process that showed her how to manage the customized workflow, Natasha put the new waiver system to the test. About a month into implementation, she realized that she needed a way to archive parties after they took place to keep the waiver lists manageable. She explained the situation to the OnTask team, and they were able to add the functionality she needed.

Results (Continued)

"It works amazing for us," she says. "We were able to figure out the best way we could do it. The customer service was awesome."

OnTask has also made the Bake It on Wheels franchising process much easier for everyone involved. Each franchisee is responsible for running their own reservations, confirmations, and waivers, but they also receive a pre-built OnTask account as part of their onboarding experience. Natasha connects them with the OnTask team to teach them how to use the system and then provides them with several video-based tutorials for future reference.

With the OnTask platform in place to manage its waiver process, Bake It on Wheels is moving full-speed ahead to expand its business by hosting more thrilling parties and adding new franchises. The OnTask team is excited to be one of the ingredients in that growing success.

About Bake It On Wheels

Bake It On Wheels™ is a unique and exciting experience when it comes to party entertainment options. Rather than sending guests to a random location and struggling with parking or scattering among strangers, Bake It On Wheels' fully equipped bakery on a bus is a safe and convenient alternative. Catering to all age groups and baking skill levels, Bake It On Wheels has a confectionary class for anyone looking to have a good time. Learn more about Bake It On Wheels at:
https://bakeitonwheels.com

About OnTask

OnTask by Accusoft is a web-based, no-code workflow automation platform that allows organizations to replace their tedious, error-prone manual processes with digital forms and documents. Originally created to help streamline Accusoft's internal sales process, OnTask has evolved into a feature-rich platform that creates smooth digital experiences. Choose from a library of pre-built templates or build a customized workflow to gather information from digital forms, create documents, route data to the appropriate destination, and verify with eSignature all within one automated, easy-to-use platform. Developers can also integrate workflow functionality into their applications with the OnTask API. For more information, visit ontask.io.

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