

Delivering 300K in Late-Night Sales:

How UNC Charlotte Unlocked New Revenue and Increased Student Satisfaction with Starship.



INTRODUCTION

In Spring 2023, UNC Charlotte Dining Services introduced Starship's autonomous robot delivery, providing solutions that improved dining operations without the need for infrastructure expansion.

Starship's technology streamlined kitchen workflows, enabled flexible ordering, and allowed Chartwells to launch late-night dining, generating **\$300,000 in incremental revenue.**



UNIVERSITY

University of
North Carolina,
Charlotte



LOCATION

Charlotte, North
Carolina



DINING PROVIDER

Chartwells



ENROLLMENT

31,091 students



NUMBER OF ROBOTS

46



NUMBER OF DINING LOCATIONS

19



CHALLENGES

Before implementing Starship's robot delivery service, UNC Charlotte Dining faced the following dining challenges:



Long wait times at peak hours (especially at Bojangles, Subway, and Starbucks), leading to student frustration.



Food deserts on campus left some students without convenient dining options.



Meeting student demand for late-night dining without incurring the high operational costs of keeping retail units open.

STARSHIP SOLUTIONS

Starship's platform enhances the entire campus dining experience, offering autonomous, on-demand delivery while also streamlining order management and kitchen workflows. Additionally, the platform provides centralized data for smarter decision-making, benefiting both campus managers and merchants.



Robot Delivery. Providing autonomous, on-demand food delivery across campus.



360 Order Management Platform. Streamlining order orchestration, delivery optimization, promotions, and data insights in one platform.

RESULTS

Since launching Starship's autonomous robot delivery service in Spring 2023, UNC Charlotte has redefined campus dining by expanding access, improving efficiency, and unlocking new revenue streams.

With **6,300+ robot deliveries per month**, the program has seen a **36% increase in monthly order volume**, demonstrating that students value the convenient and reliable service. With an average **robot drive time of just 13 minutes**, meals arrive quickly, alleviating congestion at busy dining locations and enhancing the overall student experience.

One standout innovation has been the opening of the Late Nite Niners ghost kitchen. Delivering from 8 p.m. to 1 a.m., this late-night dining solution meets the needs of students studying late or living on campus without requiring additional staff, infrastructure, or kitchen space. The result? An impressive **\$300,000 in incremental revenue**.

The impact goes beyond the numbers. Starship robots have become an integral part of campus culture. The UNC Charlotte community has fully embraced them, even creating an Instagram page dedicated to sharing memes and delivery moments. With an 84% reorder rate, it's clear that robot delivery isn't just a novelty, it's now an essential part of campus life.



CLIENT TESTIMONIAL

"Starship's robot delivery has changed the game for UNC Charlotte Dining. The additional sales and seamless integration made it a no-brainer to expand the program. Students love it, and it's now a staple of campus culture. The success has even inspired other Compass Group institutions to consider Starship!"

Ben Kolnos, Senior Retail Dining Director, University of North Carolina Charlotte

IMPACT & RESULTS



80,000

Total robot deliveries since 2023



36%

Growth in monthly order volume since 2023



84%

Reorder rate indicating strong student adoption



5,000

Monthly deliveries, reducing congestion and increasing revenue



\$300,000

In incremental dining revenue generated via late-night ghost kitchen



13 minutes

Average robot time drive



16

Robots added to the fleet to meet rising demand since 2023



Enhanced campus culture, as students created an Instagram page dedicated to robot delivery.

CONCLUSION

UNC Charlotte's journey shows that embracing innovative solutions can turn challenges into opportunities.

By adopting Starship's autonomous delivery, the university was able to unlock new potential, enhance efficiency, and create a more connected, student-centric environment. As the landscape of campus services continues to evolve, those willing to embrace bold, technology-driven solutions will be best positioned for long-term success.



CONTACT

Elevate your dining program with robot delivery

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