

STARSHIP*Ole Miss*

Driving Meal Plan Sales by 22%:

How Ole Miss Boosted Efficiency and Revenue with Starship Robots and Grubhub.



INTRODUCTION

In 2020, the University of Mississippi introduced Starship's autonomous delivery robots, and in 2024, integrated them with Grubhub's mobile ordering platform for seamless, on-demand dining.

This innovation boosted convenience, streamlined operations, and **increased voluntary meal plan sales by 22%**, proving that technology can drive both student satisfaction and revenue growth.



UNIVERSITY

University of
Mississippi



LOCATION

Oxford,
Mississippi



DINING PROVIDER

Aramark



ENROLLMENT

19,000 students



NUMBER OF ROBOTS

65



NUMBER OF DINING LOCATIONS

13



CHALLENGES

Before adopting autonomous delivery, Ole Miss Dining faced several common challenges in campus dining:



Long wait times at peak hours, leading to student frustration and operational inefficiencies.



Food deserts in certain areas, making it difficult for students to access convenient dining options.



Lack of late-night dining, leaving students with limited meal choices after traditional dining hall hours.



Space and staffing limitations, restricting the university's ability to expand retail dining locations and grow meal plan sales.

STARSHIP SOLUTIONS

To address these challenges, Ole Miss Dining partnered with Starship Technologies and Grubhub to revolutionize campus dining. By integrating Starship's autonomous delivery robots with Grubhub's mobile ordering platform, the university created a tech-driven dining ecosystem that made food more accessible, reduced congestion, and optimized kitchen workflows.



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



Grubhub Ordering Platform. Streamlining mobile ordering and kitchen orchestration for robot delivery and pickup.



RESULTS

Since launching Starship's autonomous delivery service in 2020, the University of Mississippi has seen a remarkable shift in how students, faculty, and staff experience campus dining.

With over **330,000 robot deliveries** completed and a **54% increase in monthly order volume**, Starship robots have become an essential part of daily life at Ole Miss.

By diverting in-store orders to autonomous delivery, the university has reduced peak-hour congestion, improved operational efficiency, and expanded food access to underserved areas. The addition of late-night robot deliveries has also ensured that students studying late or living on campus always have a meal option available.

The integration of Grubhub's mobile ordering platform further streamlined the dining experience, making it easier for students to order meals on demand. Students can use

meal swipes and dining dollars for robot-delivered meals, mobile pickup, and food trucks, increasing the overall value of meal plans. This added convenience contributed to a **22% increase in voluntary meal plan sales.**

CLIENT TESTIMONIAL

"Partnering with Starship and Grubhub has transformed our dining program. Students can now use meal swipes for robot deliveries and food trucks—something our previous system couldn't support. This added convenience boosted voluntary meal plan sales by 22%."

Amy Anderson Greenwood, Ole Miss Dining Services

IMPACT & RESULTS



330,000

Total robot deliveries



54%

Growth in monthly order volume since launch



1.6

Average order frequency of orders per diner per week



7,500

Monthly deliveries, reducing congestion at dining locations



22%

Increase in voluntary meal plan sales due to improved convenience



More efficient use of staffing resources including the ability to operate ghost kitchens



Increased late-night dining options providing students with meals after hours



Expanded food access across campus, reducing the impact of food deserts

CONCLUSION

Ole Miss Dining's early adoption of autonomous delivery technology has set the standard for modern campus dining.

By integrating Starship's robots with Grubhub's mobile ordering, they've enhanced student convenience, optimized dining operations, and driven revenue growth. Their success has paved the way for 60+ universities to follow suit, proving that forward-thinking dining solutions can improve efficiency, increase meal plan sales, and create a more connected, student-centric experience.



CONTACT

Elevate your dining program with robot delivery

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