

Nationwide Restaurant Chain Transforms Customer Experience

Challenge

Jersey Mike's Subs, a fast-growing restaurant chain, embarked on an aggressive plan to retrofit the appearance of their 1,650 locations nationwide. They sought a cleaner, sleeker look and needed on-site support throughout the ideation process to educate and assist in the selection of signage substrates and treatments that would best meet their messaging vision. In addition, they sought a more efficient and modern menu management process across their chain of restaurants.

Solution

Taylor sent experts to review and test a variety of signage options for a trial location designated by Jersey Mike's. These new materials continue to be rolled out nationwide. Along the way, Taylor has presented a variety of solutions:

- We implemented a new magnetic menu design that leverages our proprietary Response Elements™ online ordering platform. Each location can log in and order magnets to support an array of promotions featured on the menu.
- Taylor's in-house materials science expertise and robust R&D testing capabilities have ensured the durability and lasting visual impact of Jersey Mike's new signage solutions.
- When the entire project is complete, Taylor will have partnered with over 3,000 locations nationwide to enhance their menu and signage programs.

Results

The comprehensive solution provided by Taylor has positioned Jersey Mike's for continued growth in the marketplace.



RELATIONSHIP BUILDING

Each restaurant is able to customize menus and signage for a unique customer experience.



SPEED TO MARKET

Taylor's rapid customer service enables locations to refit and reopen in just one week.



ENHANCED EFFICIENCY

Industry-leading technology and single-source efficiency combine to support Jersey Mike's growth.