crunchtime
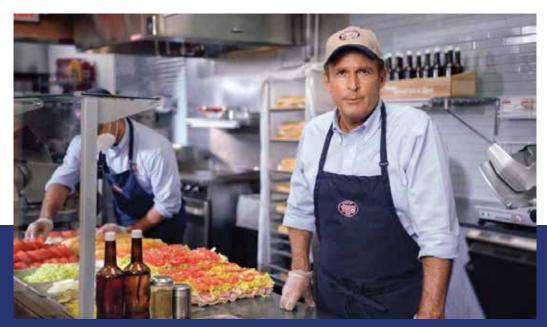
DRIVING FRANCHISEE GROWTH:

How Jersey Mike's Subs uses business intelligence to turn data into actionable strategies

About Jersey Mike's Subs

Jersey Mike's Subs is a sub sandwich chain that serves authentic, fresh sliced/fresh grilled subs on in-store freshly baked bread — the same recipe it started with in 1956. Ordering a sandwich in the famous "Mike's Way" style means topping an order with lettuce, onions and tomatoes, oregano, salt, and "The Juice"— a signature blend of red wine vinegar and olive oil. Jersey Mike's Subs has over 2,000 existing locations and many more in development.

Jersey Mike's Subs Founder and CEO Peter Cancro | Source: QSR Magazine, September 28, 2021

The Challenge

Even before implementing Crunchtime, Jersey Mike's understood the use case for restaurant technology to scale their business. As a franchisor, Jersey Mike's was intent upon providing their franchisees with the necessary tools to run operationally efficient and profitable restaurants. For Chief Marketing Officer Rich Hope, a major key to reaching the company's bottom-line goals was not only to source as much data about the business as possible, but to be able to analyze that information quickly in order to take appropriate actions.

Ultimately, the decision to look for a solution to facilitate the compiling and analysis of data was driven by Jersey Mike's franchisees. While content with Jersey Mike's proprietary point-of-sales (POS) system, the system was not designed to analyze data at a granular level. "We knew the numbers were there, but the question was how we could access them better," Hope recalls. After time spent researching numerous back-of-house restaurant operations platforms, Crunchtime emerged as the front-runner.

Implementing Crunchtime

Since Crunchtime compiles data from all the restaurants systems (POS, accounting, vendor ordering, labor, and more), it offers a clearer understanding of the business from the national level down to store-level. Through BizIQ – Crunchtime's business intelligence and data warehouse platform – Jersey Mike's could take a deeper dive into tens of thousands of data points, offering a clearer understanding of various business metrics. Hope explains that this holistic view of the business was a major deciding factor in the adoption of Crunchtime, since the platform would give key decision makers at Jersey Mike's a 360-degree view of restaurant operations in a highly visual format. And while the former method of trying to gather data from the POS could take hours, BizIQ delivered reports in seconds.

Jersey Mike's employee applying "The Juice" to a sub sandwich

Outcomes

Trying to sift through circumstantial information was often time-consuming, but the Crunchtime platform now allows Jersey Mike's to see the bigger picture; since BizIQ analyzes back-office data and POS data together, Jersey Mike's is now able to compare company-wide data to see exactly what is most profitable. Hope says that one of his favorite outcomes of implementing Crunchtime is his ability to debunk myths by using newly available data, a task made easier with BizIQ. "Before BizIQ we often operated on anecdotal data," says Hope.

In one major discovery, Hope noted that while anecdotal information was previously showing that cheese steak sales were accounting for 40% of dinner-hour business, BizIQ uncovered that overall cheese steak sales were in fact only 18% of sales – and even the markets that sold the most were only at about 25%. "Discoveries like that are interesting because you can analyze dinner incidence with the goal of developing methods to drive patrons to visit during the dinner hours. We're looking at the data and devising some special offers and promotions to drive the dinner daypart," Hope explains.

Because BizIQ also ties into Jersey Mike's greater rewards program, Hope and his team can now access data points such as what individual rewards members like to eat, while also keeping tabs on overall trends in the marketplace and cross-referencing the data. "We are now able to look at a group of people that never come to the store after 2pm and see that they are a prime audience to introduce dinner to," Hope notes. "We do things like provide guests with a special offer to get them in after 3pm. Now we have the ability to really quickly analyze that promotional data through BizIQ and take action."

What's Next

Jersey Mike's has lofty expansion goals nationwide, but the simple fact is that franchisees aren't opening new stores if they aren't making money. That's where Crunchtime comes in.

> "Having a tool in place to help stores succeed allows owners to make sound decisions about opening more locations."

In one example, Crunchtime's search-by-date functionality proved valuable after Jersey Mike's franchisees implemented a targeted price increase in the Los Angeles market. Wanting to understand the impact on transactions, Jersey Mike's used BizIQ to analyze the six weeks prior and the six weeks after the price increase took place. "Transactions not only held, but increased, and we were confident that price increases could be practical in select markets," Hope explains. "Having a tool in place to help stores succeed allows owners to make sound decisions about opening more locations," he concludes.

About Crunchtime

Crunchtime is how the world's top restaurant brands achieve ops excellence in every location. Our software is used in over 100,000 locations in 100+ countries to manage inventory, staff scheduling, learning and development, food safety, operational tasks and audits.

For more information visit **www.crunchtime.com**

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