



# Leading QSR Brand Partners with Bailiwick on Nationwide ODMB Rollout

## THE SITUATION

In 2016, one of the world's leading QSRs began its digital transformation with wildly successful indoor digital menu boards and self-serve kiosks that delivered a more relevant customer-centric experience. However, with an average 70 percent\* of US sales coming from the drive thru, it was time to offer an enhanced experience for customers in cars, too.

### Enter Bailiwick.

After successfully over-delivering on the Indoor Menu Board project for this global QSR chain, they selected Bailiwick as an Outdoor Digital Menu Board rollout partner.

## CHALLENGE

Installation of **13,000 locations** over **18-24 months** while minimizing impact to the operation of each unit.

Bailiwick was one of a few vendors chosen to complete this initiative.

## THE SOLUTION



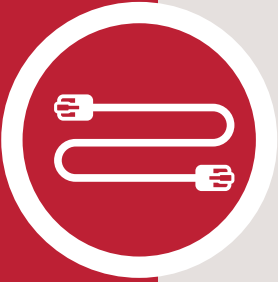
Bailiwick has an incredible reputation for delivering exceptional project management solutions. In this exceptionally complex case, it also made sense for us to handle the general contractor duties for all construction management related to this complex project.

Through acting as both the IT deployment partner and general contractor, we were able to **speed up the installation process**, thus **reducing the down-time** of the drive-thru, with **minimal disruption to the operation**. Bailiwick's process produced **faster results than the competition by 2:1**.



## RESULTS

- 3,200 sites over 32 states (and counting)
- 9,000 ODMBs installed
- 6,400 permits executed
- 19.5 million pounds of concrete
- 2.5 million feet of cable
- 780 thousand feet of electrical



Bailiwick covered all on-site ODMB installations with a highly individualized, fully integrated end-to-end approach. The plan included:

- A scalable project management model to support upwards of 225 units per month
- Activation of construction, permitting and communications teams to support volume, crew training and meetings with franchisees
- Auditing of installations through proprietary Quality Assurance Program
- Partnering with an architect and structural engineering firm to create plans, foundations, etc.

\*According to QSR magazine

# THE ADVANTAGES OF PARTNERING WITH BAILIWICK

## One partner

Bailiwick's Total Site Care<sup>SM</sup> approach gives you the ease of working with one partner on all systems, from planning and design through implementation.

## Faster project completion

Scalability drives faster completion of projects at the unit level. In fact, we outperformed the competition 2:1 in capability of unit level project completion.

## Unparalleled service

Acting as the general contractor makes it possible for us to provide a higher level of service. In this case, sites maintained high levels of productivity through advanced planning and transparent operator communications. Our team also included dedicated project management support, construction and permitting management. A turnkey approach for delivery.

## Accelerated business results

This QSR brand is expecting to log increased sales due to this investment in their customer's experience. In fact, according to one location manager, they're well on their way to exceeding industry averages.

## Franchise care and ongoing communication

Our customers count on us to manage complex installations from start to finish and beyond, and to do that, communication is key. For this large-scale, complex project, a Communications Team was instrumental in managing expectations with franchisee owner/operator groups. That team created an online project completion satisfaction survey to gather feedback and manage any open items.

“This installation was fast, easy and professional. There were no interruptions to operations — it would be nice if all installations went as well.”

- Bob B.  
QSR Franchisee

“No lanes were closed during peak times, the landscaping was almost perfect and they were in and out as promised. Excellent job.”

- Greg C.  
QSR Franchisee

## Why ODMB?

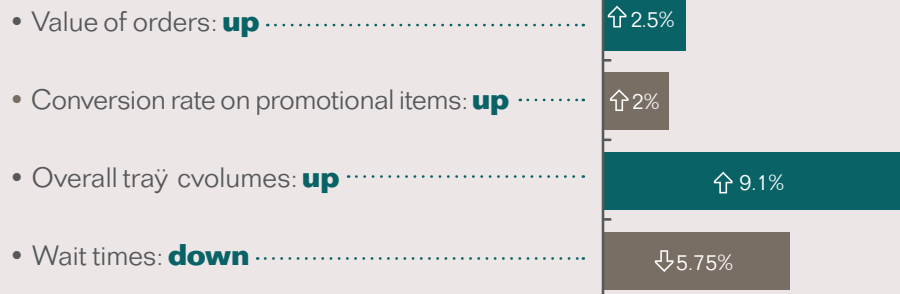
### Are you considering Outdoor Digital Menu Boards for your QSR?

Helping you interact with your drive-thru customers before they place their order or pay their bill is just one of the many benefits you'll experience.

### ODMB Benefits

- Reduced operating costs
- Streamlined operations
- Increased sales
- Improved customer experience

### ODMB Impact\*\*



Visit <https://bailiwick.com/solutions/digital-signage/>

\*\*According to a 2017 Forrester Consulting report

Bailiwick is proud to have partnered with this leading QSR and we're looking forward to watching their enhanced guest experience push them to new levels of success. Let's talk about how we can help your business do the same.