



Restaurant Technologies

CLEANING UP THE ORDERING PROCESS FOR CONSISTENCY AND COMFORT

ABOUT

Restaurant Technologies (RT) is the leading provider of cooking-oil management and back-of-house exhaust cleaning solutions to 26,000 national quick-service and full-service restaurant chains, independent restaurants, grocery delis, hotels, casinos, universities, and hospitals. Restaurant Technologies helps food service operators make their kitchens safer, smarter, more efficient, and more sustainable through its automated oil storage, handling, filtration monitoring and disposal management systems and AutoMist™ automated exhaust cleaning solutions. Headquartered in Mendota Heights, Minnesota, Restaurant Technologies is a privately held company, currently operates 41 depots, and has about 1,000 employees serving customers across the United States.

SITUATION

Updated branding standards and employees located around the country made ensuring consistent use of the RT brand a challenge. Managers were ordering apparel and other promotional items bearing the RT logo from random suppliers that they found on their own. The results were less than cohesive, with different areas not following the new branding guidelines.

In addition, many RT employees work in the field, and depending on their location, weather conditions come into play. "We were getting complaints from the field they didn't have enough cold weather gear," said Colleen Keller, Manager, Administration and Executive Assistant. "RT's former uniform supplier didn't have an option for us to order direct purchase items like gloves, hats, and rain gear for the team easily. We also had limited options for coats and jackets. We needed to provide options for *all* the weather conditions that also ensured our team had branded outerwear. If we were offering branded outerwear, we needed to be sure it matched our branding guidelines."



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OBJECTIVES

- Ensure accurate and consistent use of the RT brand across the organization
- Provide an easy, cohesive approach to ordering and distributing RT branded merchandise
- Address unique needs of field staff regardless of their location and climate

SOLUTION

Considering the different audiences and needs, Foxtrot Marketing Group developed an online company store for corporate users, as well as a uniform eStore for field employees. The carefully curated items in each store support the specific objectives. Field employees can now order and wear just the components they need – long-sleeve crewneck shirt, rainproof shell jacket, zip-in vest, and insulated jacket. Best of all, RT’s customers can easily recognize their service providers in these consistently branded pieces.

RESULTS OF BOTH PROGRAMS



Expanded product selection as new needs identified



Simplified ordering process and well-curated product selection for both eStores



Enabled the ability to easily track order activity and spend



Provided control over product selection, logo use, and billing processes for the depots



Saved money by using program insights and experience to efficiently develop successful new programs

“MY GOAL IS TO MAKE EMPLOYEES HAPPY WHILE PROTECTING OUR BRANDING. FOXTROT MAKES IT SUPER EASY FOR ME TO DO THAT. THEY UNDERSTAND WHAT WE NEED AND HAVE ELIMINATED THE ADMINISTRATIVE BURDEN.”

**Colleen Keller, Manager, Administration and Executive Assistant
Restaurant Technologies**