



FUDDRUCKERS STREAMLINES ORDERING PROCESS, SAVES GRAPHIC DESIGNER TIME, AND EFFECTIVELY MANAGES INVOICES WITH VISUALOGISTIX

THE CLIENT

Luby's, Inc. (NYSE: LUB) operates restaurants under the brands Luby's Cafeteria, Fuddruckers and Cheeseburger in Paradise and provides food service management through its Luby's Culinary Services division. The company-operated restaurants include 95 Luby's Cafeterias, 74 Fuddruckers restaurants, eight Cheeseburger in Paradise full service restaurants and bars and one Bob Luby's Seafood Grill. Its 95 Luby's Cafeterias are located primarily in Texas. In addition to the 74 company-operated Fuddruckers locations, Luby's is the franchisor for 109 Fuddruckers franchise locations across the United States (including Puerto Rico), Canada, Mexico, Italy, Poland, Chile and the Dominican Republic. Luby's Culinary Services provides food service management to 21 sites consisting of healthcare, higher education and corporate dining locations.

THE CHALLENGE

Fuddruckers' corporate office knew they had some challenges in their restaurants when it came to the ordering process, localized customization, and invoicing of their printed signage. They knew if they didn't identify a solution soon their process would remain inefficient and disorganized and there would continue to be a significant drain of time and resources with their internal designers.

Fuddruckers was faced with and frustrated by challenges that commonly affect many franchises. Within their franchise system, they would have to gather random orders and combine them into one kit to be packaged and shipped, which was time consuming and disorganized. In addition, many of their franchisees would request a different price point or slight modification to the existing artwork, causing the design team to have to spend time and effort creating multiple versions.

Fuddruckers' franchisees were being billed individually for their materials, which required the corporate team to send mass amounts of invoices and take sole responsibility for keeping track of collections.

When they realized they needed a solution to these problems, the first place they turned was Visualogistix.

THE SOLUTION

Fuddruckers sought Visualogistix' assistance with the goal of finding a marketing asset management service that provided an easy solution for their company and franchise stores.

Visualogistix delivered the solution by:

- Enabling Fuddruckers to post customizable items to their online branded marketing portal and allowing franchisees to order exactly what they want, without the design team having to create multiple versions.
- Enabling franchisees to pay at time of checkout, saving Fuddruckers' corporate team from having to bill them individually for materials, creating and sending invoices, and keeping track of collections.
- Enabling corporate stores managers to order marketing materials through the branded marketing portal and bypass the marketing department, saving Fuddruckers' corporate marketing team time and productivity.
- Handling the creation and implementation of multiple customized versions of collateral and uploading these versions onto the branded marketing portal for franchisees to order, saving the designers time.
- Acting as the "order takers" and pushing through requests for marketing materials, saving administrative time. Because of Visualogistix, franchisees are now able to go straight to the source when customizing and ordering their marketing materials.

THE RESULTS

Fuddruckers now has an easy way to manage the ordering process, deliver and implement localized customizable marketing material, and manage invoices for their franchisees and corporate store managers. Thanks to the Visualogistix solution, Fuddruckers' corporate team members have more time to focus on other aspects of their job, allowing them to allocate their resources to continuing to grow the brand and deliver the "world's great hamburger in as many cities across the nation as possible".



“What has really made Visualogistix stand out to me is their understanding of the franchisee relationship and their ability to customize artwork and handle billing. In addition, they are extremely familiar with all the moving parts of the franchisee community, different store numbers, different menu panels, different price points, yet they take it all in stride and never miss a beat.”

- Toni Niece, Vice President Marketing.

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