



VISUALOGISTIX PROVIDES OVERALL RELIABILITY AND CONSISTENCY TO ENSURE QUALITY PRINT, TIMELY PRODUCTION, AND ACCURATE FULFILLMENT FOR NOTHING BUNDT CAKES' FRANCHISED BAKERIES.

THE CLIENT

Nothing Bundt Cakes was founded in Las Vegas in 1997 by life-long friends, Dena Tripp and Debbie Shwetz. The company sells premium-quality bundt cakes, available in a variety of sizes and classic flavors, in its 130+ bakeries in 26 states. Franchise Business Review named Nothing Bundt Cakes a Top 50 Franchise on its annual Franchisee Satisfaction Awards list for three consecutive years (2012, 2013 and 2014) and a Top 40 Food Franchise in 2014. Restaurant Business recognized the company on The Future 50 list among the fastest growing small franchises in America (2013) and numerous local and regional vote-driven 'best of' lists have awarded 'Best Dessert' to Nothing Bundt Cakes.

THE CHALLENGE

Nothing Bundt Cakes' Franchisee Support Team knew that they had some challenges in supporting their bakeries when it came to the production, fulfillment, and quality of their printed signage and the reliability of their print production vendors. They knew if they didn't identify the right solution quickly, they would waste valuable time going from crisis to crisis without ever solving the underlying issues. They were fearful that, in the process, they would lose credibility with their franchisees, who were becoming increasingly dissatisfied with the print procurement process.

Due to the problems with their previous print vendors, Nothing Bundt Cakes was frustrated by challenges that commonly affect many franchises. With the various vendors they had used in the past, they experienced errors in production and order fulfillment, technological barriers, difficulties in reliably onboarding new bakeries, print quality issues, and dealing with seven different

account reps in a four year span, resulting in inconsistent service and pricing to the bakeries.

As a solution to these problems, they turned to Visualogistix.

THE SOLUTION

Nothing Bundt Cakes sought Visualogistix' assistance with the goal of finding a print procurement system that operated like clockwork. They were searching for great quality printing at a reasonable price to drive sales to their bakeries, as well as a knowledgeable, problem solving team full of forward thinking leaders who were able to find the right print solution for each unique need. Visualogistix delivered the solution by:

- Providing responsive service, leadership and professionalism in all communications with every member of the Nothing Bundt Cakes team—from CEO to single-unit franchisee.
- Presenting creative solutions to problems and being proactive about quality control, print production and order fulfillment.
- Going the extra mile to make sure the Nothing Bundt Cakes support team and bakeries have what they need when they need it.
- Providing an adaptable online custom portal that makes ordering simple and efficient for franchisees.
- Providing franchisees with multiple options to find the tools they need to meet their markets' needs.
- Allowing the Nothing Bundt Cakes Franchisee Support Team to focus on new directions for their print production needs instead of focusing on resolving service and production issues. Previously, their Director of Systems and Communications allocated up to 50% of his focus and energy on print fulfillment issues; now, print fulfillment is a small part of his focus because the business is being handled well by the Visualogistix team.

THE RESULTS

Thanks to Visualogistix' solutions, Nothing Bundt Cakes now has a simpler way to ensure the high quality of their brand image is not compromised by shoddy print production, inconsistent vendors, unreliable fulfillment services, and confusing ordering systems. The Visualogistix Marketing Asset Management solution gives Nothing Bundt Cakes' Franchisee Support Team members complete control of their marketing content while allowing for local market customization. The flexible interface makes it easy for both Nothing Bundt Cakes' corporate marketing management and local management to get what they need when they need it in the high quality that is expected of the Nothing Bundt Cakes brand. Thanks to the Visualogistix solution, Nothing Bundt Cakes' Franchisee Support team members can now rest easy knowing the items their franchisees need will be delivered to their locations on time and on spec; and that Visualogistix will continue to provide this service as the Nothing Bundt Cakes brand grows nationwide.



“Visualogistix has provided top-notch custom programming, customer service and problem-solving that delivers the options and flexibility our franchisees need and expect. When an issue arises, the Visualogistix team works to find a comprehensive solution. We are no longer wasting valuable time and effort solving recurring problems, which enables us to better use our resources to focus on new directions for print production needs and brand growth.”

- Allen Arnn, Director of Operations Systems and Communications

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