



An international restaurant chain is served a print solution.

How we helped

-  Distributed print
-  Brand management
-  Dedicated team of print experts

For chain restaurants, consistency is key. But for the corporate communications team at one of the world's largest casual dining companies, that proved to be difficult to achieve. Getting employees at more than 1,400 restaurants worldwide to use approved corporate materials that were consistent with the look and feel of the brand was extremely challenging.

"Due to the sheer number of locations we have, it's hard to be flexible and nimble while getting things to market quickly," says a member of the team. "We have to do all of that while still training our personnel effectively, since customer service is such a key to our business."

CHALLENGES

Each month, the communications team had to provide training and promotional materials to all their locations — from Maine to Southern California. But ensuring the materials were used at the appropriate time and in the correct way posed a continual challenge.

On top of this concern, the communications team feared they were wasting valuable dollars. They printed corporate materials at multiple vendors near headquarters and had to ship them to locations around the country.

SOLUTIONS

To solve the restaurant chain's dilemma, FedEx Office team members introduced them to the extensive network of FedEx Office® Corporate Print Solutions.

- **Online ordering.** Employees now have access to an online catalog where up-to-date materials are housed for on-demand printing. Materials include everything the staff needs to run the restaurant, including wait sheets, employment applications, new hire packets, position-specific training materials, policy manuals, seasonal signage and promotional materials.
- **Distributed print.** Instead of shipping materials out from one location, FedEx Office routes printing projects to the location closest to the point of need. Free local delivery means the company saves on shipping costs.
- **Dedicated team.** The restaurant chain works closely with their FedEx Office account executives on projects of all sizes, even those with the tightest deadlines.

RESULTS

FedEx Office helps this restaurant chain elevate their business with fast turnaround and the most value for their dollars, says the corporate communications team member. The company considers FedEx Office a key ingredient of their success.

"Now we can manage everything from headquarters with the help of our exceptional FedEx Office representatives. They might as well be on our team."

Now serving

1,400+
RESTAURANTS
WORLDWIDE

86K
EMPLOYEES

19+
COUNTRIES

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Let's make it happen

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