

## Subway, Cheeburger Cheeburger Add Custom Radio Networks

Restaurant chains are always in search of new ways to consistently communicate promotions and new menu items to customers. They have similar requirements when delivering human resources and training announcements to employees. Both Subway and Cheeburger Cheeburger are solving these issues with an audio server and software-management system equipped to broadcast customized programming.

Both chains are broadcasting brand-specific radio networks with the help of Antex Electronics, Torrance, Calif., and Private Label Radio (PLR), based in Pasadena, Calif., a division of DMI Music & Media Solutions. The restaurant chains are working with PLR to create audio content tailored for each of their brands. This audio data includes in-store music, promotional messages, crew training and other corporate com-



Subway and Cheeburger Cheeburger deliver customized messages via internal radio stations.

munications. Then each chain's restaurant is outfitted with a Media Director 2 (MD2) audio server and software-management system from Antex.

MD2 downloads content and playback instruction, then content is stored into the unit's 40 GB hard drive. Based on preset playback details, MD2 plays the audio content.

Subway added "Subway Radio" in Los Angeles in February. Today, Sub-

way Radio is heard in more than 300 locations across Los Angeles as well as in 30 states nationwide.

"To have Subway messages in-store with a good blend of music is pretty exciting," said Subway restaurant owner Mark Leonard, San Francisco. "The folks from PLR made it incredibly easy to establish the right atmosphere for all who come in our doors."

Bob Wright, director of marketing for the Fort Myers, Fla.-based burger chain, agreed, saying, "Our 'Cheeburger Radio' is a key marketing tool because it brings the customer valuable information about new menu items, specials and promotions."

Cheeburger Cheeburger launched Cheeburger Radio in May, and planned to launch an employee communication platform last month, according to Rob Walker, PLR general manager.

## EZ Lube Improves Customer Interaction

Strong interaction between associates and customers has helped Newport, Mass.-based EZ Lube cultivate a high level of customer service. The chain hopes to further improve its service-oriented reputation with the help of an integrated suite of merchandising and store-level execution solutions that will consistently manage its sales operations chainwide.

The chain just completed its proof of concept trial of Retail.net from Tomax, Salt Lake City. Built on a thin-client, centralized platform, Retail.net delivers demand-driven merchandising and store-execution solutions across multi-location retail environments. The solutions interoperate with a retailer's existing legacy applications or other Retail.net components.

The EZ Lube chain will take advantage of the flexible workflow capabilities within Retail.net's store-operations and customer-management modules. By deploying a tailored workflow process at each EZ Lube location, all stores will be able to manage customer interactions during the greeting, services delivery and as they tender orders at point of sale.

## Hallmark Refreshes POS

Eager to improve the reliability of its front-end systems, Kansas City, Mo.-based Hallmark Cards recently entered into a five-year service agreement with Fujitsu Transaction Solutions, Frisco, Texas. The partnership will enable the chain to refresh its point-of-sale (POS) hardware and improve store technology maintenance.

According to the agreement, Fujitsu will deliver approximately 10,000 Team-PoS terminals for about 3,300 of Hallmark's company- and independently owned retail stores across the nation. In addition,



Fujitsu will provide these stores with managed services, including equipment procurement, staging, integration, project management, installation, maintenance and help-desk support. The contract also includes procurement of third-party back-office servers, scanners, power supplies, printers, networking hardware and in-store application software.

While the rollout began last month, the deployment of equipment and managed services will occur on a store-by-store basis over the next five years, according to Fujitsu.