HOOTERS®

DRUMMOND
experience **reimagined**

Consumer Experience
Reimagined

Drummond works hand in hand with companies to solve problems by delivering customized solutions. We integrate custom built technology that works with your current systems to streamline processes and speed up delivery.

The Challenge

A national chain of restaurants with 321 locations across America was facing the challenge of providing up to date beer menus to each location. The emphasis on craft beer selection meant the menus not only varied at each location, but also changed month to month. The manual process of pulling beers from the database required hours of cleaning the data to produce a document we could import into the graphics programs so the menu could go to print. The process took over three weeks and by the time the data was usable for print, the pouring selections had already been changed. Furthermore, there was no way for each location to verify the accuracy on the beer menu which led to many price errors, omissions, or just incorrect data. At best, the process was a close approximation.

- Speed up the process of delivering accurate beer menus delivered to locations
- Have accurate data for monthly rotating beer menus that are unique to each location

Reimagine
The Results

Using a new tool specially developed by the Drummond team for this project and incorporating the state-by-state restrictions into the process, we were able to automate the beer selection system, reducing time and errors. We then integrated this with BeerBoard's independent beer database through an API connection, so we had real-time data that vastly improved accuracy. The automation could now pull this database and cross check it with other databases for state rules, alcohol content, and other key factors to verify the beer data validity at each location. This dropped processing time to just over a week. We then set up the system to generate a low-resolution version of the menu they could approve for printing in advance, which brought the original three-week process down to just 15 minutes.

- Increased beer list accuracy by incorporating data from local beer and alcohol data bases through custom automation
- Set up menu printing with a universal front side and custom localized back unique to each location with faster store ordering and approval process
- **Reduced the formerly 3-week beer database crawl and menu approval process down to 15 minutes**

Drummond prides itself in streamlining program management and efficiency in order to decrease time to market for printed deliverables and increase ROI.

Whatever your marketing challenge, we want to hear about it!

DRUMMOND

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About Drummond

Drummond helps brands take their customers' experience to the next level by **bridging the gap between digital and print**, simplifying the process of taking an idea from concept to execution, and delivering the right solutions on time, every time.

GET IN TOUCH

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