

CUSTOMER SUCCESS STORY

Jimmy John's

How Milagro's Smart Solutions Boosted Jimmy John's Savings & Corporate Revenue





INTRODUCTION

In this Customer Success Story, we will explore how Milagro's Managed Services have benefited Jimmy John's and how we can help other restaurants achieve similar results.

Jimmy John's is one of the fastest-growing QSR franchise concepts in the U.S. Founded in 1983 with a commitment to fresh, high quality ingredients and tasty sandwiches, freaky fast. Today the company has over 2,800 franchised owned locations operating in 43 states with 11 million loyalty program members.

INDUSTRY
National Fast Food
Restaurant

LOCATIONS
2,800



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THE CHALLENGE

Chronic Internet and Phone Service outages were impacting stores across the country. The outages led to missed orders, significant sales and revenue misses and unhappy customers and employees.

- **Internet Outages**
resulting in lower online orders and revenue loss.
- **Phone Service Outages**
resulting in lower phone orders and revenue loss.
- **PCI Compliance**
Manual credit card system was not PCI compliant with no way to reduce declined charges.



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THE SOLUTION

Milagro implemented a turnkey and customized approach.

- **Holistic Design Across Locations:** Standardizing equipment and policies for all branches.
- **Designed and Implemented a Secure Local Network:** Protecting and segregating business and customer-related traffic, created a more secure local network in compliance with PCI compliance requirements.
- **Eliminated Internet and Phone Outages** by deploying Milagro's SmartCONNECT solution for Primary Internet and always on Wireless Internet. A 100% guarantee.
- **Implemented Managed Services for PCI Compliance:** Automating compliance tasks, vulnerability management and surveillance programs.

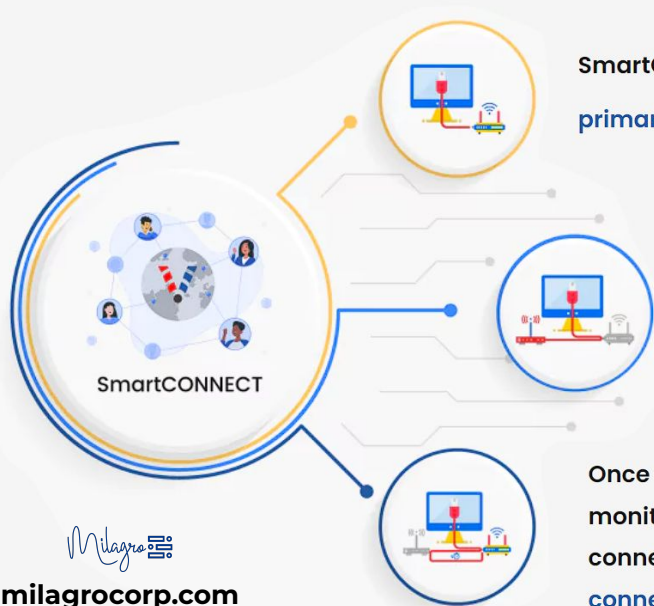
“With Milagro’s **SmartCONNECT**, we always stay connected. We never lose online orders, never process credit cards offline and never lose phone orders anymore.”

~ Jimmy John’s



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How SmartCONNECT Works



SmartCONNECT™ monitors your primary internet connection

When there is an outage on your primary internet, SmartCONNECT™ switches your service to a **secondary connection** within seconds and you will not be impacted by the **outage**.

Once primary internet is restored, SmartCONNECT™ will monitor the connection for **5 minutes** to ensure the connection is healthy and then switch back to **the primary connection** again.

THE RESULT

- **Enhanced Employee Satisfaction**
Employees are now more focused on core tasks without the distraction of managing internet and phone service issues.
- **Cost Efficiency**
Achieved a significant reduction in the overall expenses related to internet and phone services.
- **Uninterrupted Business Operations**
Elimination of revenue losses attributed to internet or phone service outages, ensuring continuous business functionality.
- **Consolidated Customer Support**
Streamlined support services through a single provider, offering comprehensive nationwide coverage and simplifying the resolution process.

- **REVENUE EARNED**
\$5,175,000 a year
- **COST SAVINGS**
\$828,000 a year
- **ROYALTY FEE EARNED**
\$776,250 a year



BUSINESS IMPLICATIONS

- **Enhanced Internet and Telephone System Availability**
The high-speed, always reliable connections keeps the restaurant running without interruptions.
- **Improved Customer Service**
The ability to meet customer demand and expectations
- **Exceptional Support Experience**
Rapid and effective issue resolution from Milagro.



WHERE FRESH & FAST MEET



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ABOUT MILAGRO

Milagro is an AI marketing automation platform designed specifically for multi-location restaurants. With AI technology, Milagro creates a detailed profile of each customer and tags them with their preferences, allowing for highly personalized and effective advertising campaigns.

Milagro provides a turnkey Customer Data Platform and Marketing Automation which includes SmartPOS, Wait List & Reservations, Customer Experience Management, Online Ordering, SmartMENUS, Gift Cards, Loyalty, PCI Compliance, Managed Network Security, Primary Internet, Backup Internet, and Phone Service.

We offer an Open API, enabling you to innovate and customize your experience. With Milagro, you can streamline your business and take it to the next level.

