

Tech-Savvy and Tasteful: Five Guys' Enhanced Customer Experience with Prime-Net

At a glance

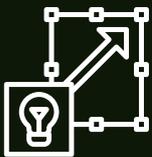
Five Guys, a well-established brand in the fast-food industry, sought a solution that would streamline their ordering process, improve customer engagement, and provide a platform for future growth. The project required collaboration with independent franchisees and retail entities within the Five Guys enterprise.



**ORDER
PROCESSING
EFFICIENCY**



**CUSTOMER
SATISFACTION
RATINGS**



**SCALABILITY
INDEX**



Technology Deployment



www.prime-net.net



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CHALLENGE



This project aimed to optimize in-house operations and elevate customer experience but faced challenges in seamless data and electrical upgrades, future scalability, and the need for expert installation.

SOLUTION



The solution provided by Prime-Net addressed the challenges through a strategic approach:

- 1. Comprehensive Site Analysis and Customized Upgrades:** Prime-Net conducted a thorough site survey, enabling them to design and implement tailored data and electrical upgrades that seamlessly integrated with Five Guys' existing infrastructure.
- 2. Expert Deployment of Data Cabling and Digital Menu Boards:** Prime-Net's skilled technicians efficiently ran, terminated, and tested Cat6 establishing a reliable data network. The team then installed state-of-the-art digital menu boards, enhancing the ordering experience for customers.
- 3. Future-Proofing for Growth:** With an eye towards potential drive-thru lane installations, Prime-Net designed the solution to be scalable and adaptable, ensuring that Five Guys' operations could effortlessly expand and evolve with changing needs.



Interactive



Nationwide



Optimization

BENEFITS



1

Enhanced Customer Experience

Five Guys witnessed an elevated ordering experience for customers with the implementation of modern and engaging indoor digital menu boards, streamlining the in-house ordering process.

2

Optimized Operations

The upgraded data and electrical infrastructure facilitated optimized visibility between the customer and menu boards, leading to more efficient and streamlined internal operations.

3

Future-Ready Growth

Prime-Net's scalable solution enabled Five Guys to prepare for future expansion plans, ensuring seamless integration with potential drive-thru lane installations and positioning the company for continued growth and success.