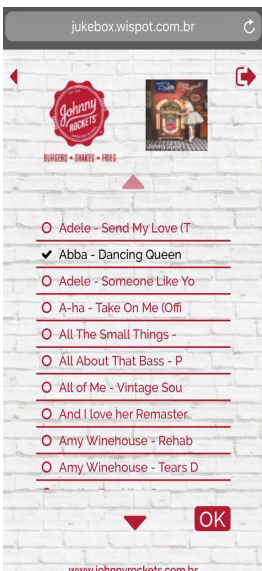


# Classic Style with a Twist: Johnny Rockets Gets a Wi-Fi Makeover

“We are extremely pleased with the system deployed in our restaurants. Customers enjoy the stable and secure Wi-Fi access, and have a lot of fun using the Jukebox application. The analytics and survey tools help us to perform targeted marketing campaigns that improve our business results.” – JOHNNY ROCKETS



## Overview

**JOHNNY ROCKETS IS A POPULAR INTERNATIONAL** restaurant franchise offering a classic yet contemporary diner experience. Along with dedication to always-fresh ingredients for traditional favorites like 100% beef burgers, hand-cut fries, and hand-spun shakes, Johnny Rockets' locations feature sleek, comfortable environments that combine classic, iconic style with pop culture. Johnny Rockets has been serving up uniquely modern nostalgia in more than 350 franchise and corporate locations in 32 countries around the world since 1986.



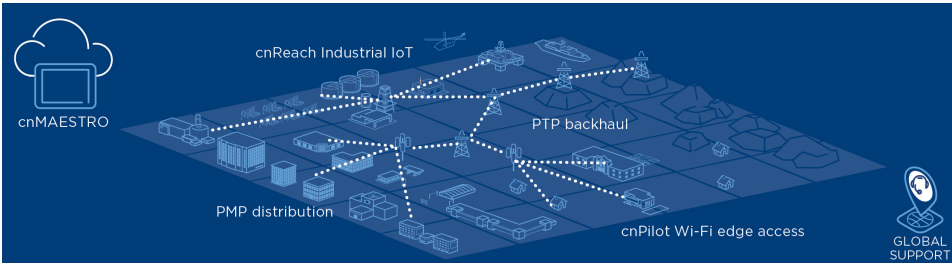
## Challenge

**TO ELEVATE BOTH THE DINING EXPERIENCE AND UTILIZE TOOLS** to advance their business objectives, Johnny Rockets decided to deploy a professional Wi-Fi network, with the requirement that the system have the capability to be split for internal admin and customer access, with improved coverage range and high stability.

Beyond end-user Internet access for customers, a high priority objective was to automate their Jukebox application so customers could select a playlist online to enjoy while dining. The marketing opportunities supported by a high-performance network included implementing an online survey platform that could help sales by capturing important data to drive marketing campaigns, along with an analytics solution to help make that data actionable.

### WHY JOHNNY ROCKETS CHOSE CAMBIUM

- Combined solution with cnPilot™ e400 Enterprise Indoor access points, cnMaestro™ cloud-based end-to-end network management system, with analytics by WiSpot
- Wi-Fi to support customer access, jukebox integration, and targeted marketing for superior guest experience plus business objectives



## Solution

**PRO ADVANCED, A SAO PAULO SOLUTIONS INTEGRATOR,** deployed cnPilot e400 Enterprise Indoor access points to provide coverage across the 16 local franchise locations. Network management and fast support is facilitated by cloud-based controller cnMaestro, which enables remote management and troubleshooting to ensure high performance and reliability.

Analytics and online survey platforms were provided by WiSpot, establishing authentication and login via social networks or specific databases, as well as allowing for development and delivery of the surveys in real time. A customized jukebox application (JohnnyTunes) was developed and implemented to further enhance customer experience and interaction.

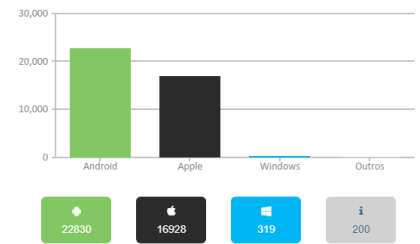
## Results

**THE DEPLOYED SOLUTION DELIVERED VERY STABLE AND COMPREHENSIVE COVERAGE** to the franchise locations, allowing for quick and secure transactions. End users enjoy a robust access experience, including the ability to “order” music they want to hear as they enjoy their food. Business objectives met, including capabilities to develop target mkt campaigns and surveys.

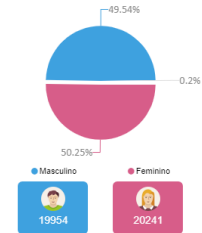
## BEST PRACTICES

- Find solutions that give your brand a powerful competitive advantage.
- Maximize return on your investment in enterprise Wi-Fi with end-user access for customers, analytics, and tools to capture valuable marketing insights.
- Solutions Integrators can help you get the most from your solution.

Visitantes por plataforma



Visitantes por gênero



Visitantes por acesso

