



Client: National Restaurant Franchise

Project: Corporate Apparel Program for National Restaurant Franchise

Corporate Apparel Program for National Restaurant Franchise

CORPORATE APPAREL

A restaurant franchise enjoys an extremely strong brand and reputation, and a national footprint of more than 500 stores and growing. For more than 25 years, GO2 has been a valued partner to the franchise, managing a successful corporate apparel program for both the corporate stores and the franchisees. The apparel and uniforms have become a hallmark of the business's brand.

Our Challenge

The restaurant franchise relied on uniforms and corporate apparel to support its strong national brand.

The brand was more than a marketing ploy for the franchise — it was an integral part of its identity. That brand was cultivated over more than 75 years to become the basis of the relationship between the business and its customers.

Unfortunately, poor and inconsistent quality with previous suppliers was having a negative impact on that brand. Uniforms would arrive at the individual stores late, with drastically different sizes, and were sometimes even unusable. The inconsistent quality would quickly show on employees with fading and frayed seams. A poor clasp on the uniform necktie would loosen and become a work hazard.

Poor customer service from the suppliers made it difficult to solve the issues. It had gotten so bad that many employees purchased their own uniforms, further damaging the brand and adding to the frustration.

Our Solution

GO2 approached the business owner and offered to evaluate the problems with the apparel program and present a solution. The owner agreed and gave GO2 permission to run a limited pilot program.

After evaluating the previous program, studying the apparel and speaking to the employees, GO2 presented the owner with several suggestions. An initial suggestion, moving to a different material for the uniforms, helped alleviate the fading and staining of the previous apparel. Reviewing several options for the clasp, GO2 was able to find one that was not only safer, but easier to use and less expensive.

GO2 also reached out to different suppliers to ensure a higher quality and a more consistent delivery schedule. Using multiple warehouses, an ecommerce site for ordering and a new quality control protocol provided individual locations more control, better customer service, and a much faster and more consistent delivery schedule.

Our Results

After the limited pilot program, the business asked GO2 to roll out the Corporate Apparel Program to every location across the country. The program was so successful, the business soon asked GO2 to manage all of its apparel, even apparel that was previously the responsibility of the employees.

The program has delivered many benefits to the business. It has reduced overall expenses, with a reduced need to replace uniforms that are faded or damaged. The new hire process is faster and easier, with the new uniform process largely automated. Customer service is vastly improved, with the ecommerce site automating much of the work and account representatives handling questions and requests quickly.

Today, the business has become synonymous with the iconic uniforms worn by every employee. GO2 continues to manage and monitor the uniform program, and is a vital partner of the business. Not only does GO2 work closely with corporate management, but also the individual locations across the country. Corporate leadership relies on GO2 to not only manage the existing program, but look at ways to drive further improvement and cost savings.

