

CASE STUDY: FRESHSLICE

Digital Menu Boards Drive Sales While Enhancing Customer Experiences across all of Canadian's Award Winning Freshslice Pizza Locations



Industry
Restaurant

Application
Digital Menu Boards

Locations
73

Total Displays
292

Products
Novi Sign Digital
Signage Software
Novi Sign Online
Design Studio
Android Media Players

Benefits

- Easy to use
- Intuitive interface
- Bug-free software
- Exceptional support



Voted one of the best "by the slice" pizza joints in Canada and serving over 20,000 customers daily Freshslice was founded with around one common principle: "High Quality & Fare Price".

Today, Freshslice is one of Canada largest and most popular Pizza restaurants and has won the Consumers' Choice Award for Business Excellence 3 years in a row! To maintain their competitive edge Freshslice has taken an innovative "with the times" approach towards generating new growth while creating memorable positive experiences for customers. After performing multiple market studies, Freshslice determined that digital menu boards were necessary to create a modern image, better manage their menu while improving their ability to spotlight new deals and promotions.

The Challenge

Before finding NoviSign, Freshslice was using a cloud-based digital signage system that was unreliable and powered by high cost Windows-based media players.

When adding or updating videos and other content the media would not correctly sync and refresh on the displays resulting in the need for manual configurations.

Additionally, the Windows-based media players would frequently burn out and need to be replaced.

What Needed To Be Done:

1. Upgrade to a stable digital signage software platform
2. The new platform had to be easy to use and manage



CASE STUDY: FRESHSLICE

Digital Menu Boards Drive Sales While Enhancing Customer Experiences across all of Canadian's Award Winning Freshslice Pizza Locations



3. Secure, reliable alternative to Windows media player

The Solution

After doing a series of numerous software evaluations, pilots and hardware tests Freshslice made the switch to NoviSign.

Freshslice upgraded all 292 of the antiquated expense windows players to NoviSign's Android media players and software. Due to NoviSign's intuitive and reliable cloud-based digital signage software and online Design Studio, the nationwide upgrade was successfully deployed on time and absolutely no major technical set-up issues.

The Results

Within a 30-day period, Freshslice Corporate was able to successfully train all 73 restaurants owner/managers on how to use the system. In comparison to the old system that NoviSign replaced Freshslice experienced a significant decrease in support related questions resulting in a substantial savings of time and minimal need to involve IT. In comparison to the Windows media players, the NoviSigns Android media players significantly reduced the cost of ownership, were compact and extremely reliable.

In addition, Freshslice's marketing department greatly appreciated the flexibility of NoviSign's software and how easy and fast it was to create content from scratch and or customize existing templates.

Testimonial

"NoviSign is awesome. We were able to seamlessly upgrade all 292 of our digital menu boards to NoviSign. Making the switch to NoviSign was a great experience, and the support that they provide is magnificent! Their cloud-based digital signage software is feature rich, user-friendly and extremely reliable. " - Behrooz Rabiei, Marketing Manager.

