



Papa John's launches B2B ordering hub for franchisees

Industry: Food • Founded: 1984 • Employees: 16,500

Headquarters: Jeffersontown, Kentucky, • papajohns.com

In 1984, John Schnatter opened his first Papa John's restaurant, and Papa John's has been going strong ever since. Today, Papa John's is the recognized leader of the pizza category and now owns or franchises more than 4,600 restaurants in all 50 states and 34 countries worldwide. More than 25 years later, one thing remains the same – Papa John's is still fully committed to delivering on their brand promise of "Better Ingredients. Better Pizza."

The Challenge

Papa John's came to Sitecore as a growing fast food chain needing a more effective way for their franchisees to order operational suppliers from the corporate headquarters. They had franchisees placing orders through multiple sources:

- By calling into a call center
- By calling in orders for materials listed in a printed catalog
- By contacting miscellaneous vendors for various supplies and ordering via the vendor's chosen method - whether it was calling, emailing, faxing, or something else.

Their chaotic franchisee ordering experience was broken and unable to support their projected growth plans. Papa John's had an opportunity to use technology to deliver a service to franchisees that could help attract new franchisees and support their growth.

The Sitecore Solution

Sitecore worked with Papa John's to implement a modern, online order management solution. Now, franchisees can order everything they need to run their business from an intuitive, convenient, 24x7x365 online experience available on any device.

Papa John's now has the ability to configure virtually every aspect of the franchisee ordering experience on a user, group, or company-wide basis. For example, user preferences, business rules, pricing, approvals, and product views can be configured on an owner by owner or location by location basis – eliminating ordering errors while supporting all corporate procurement processes automatically.



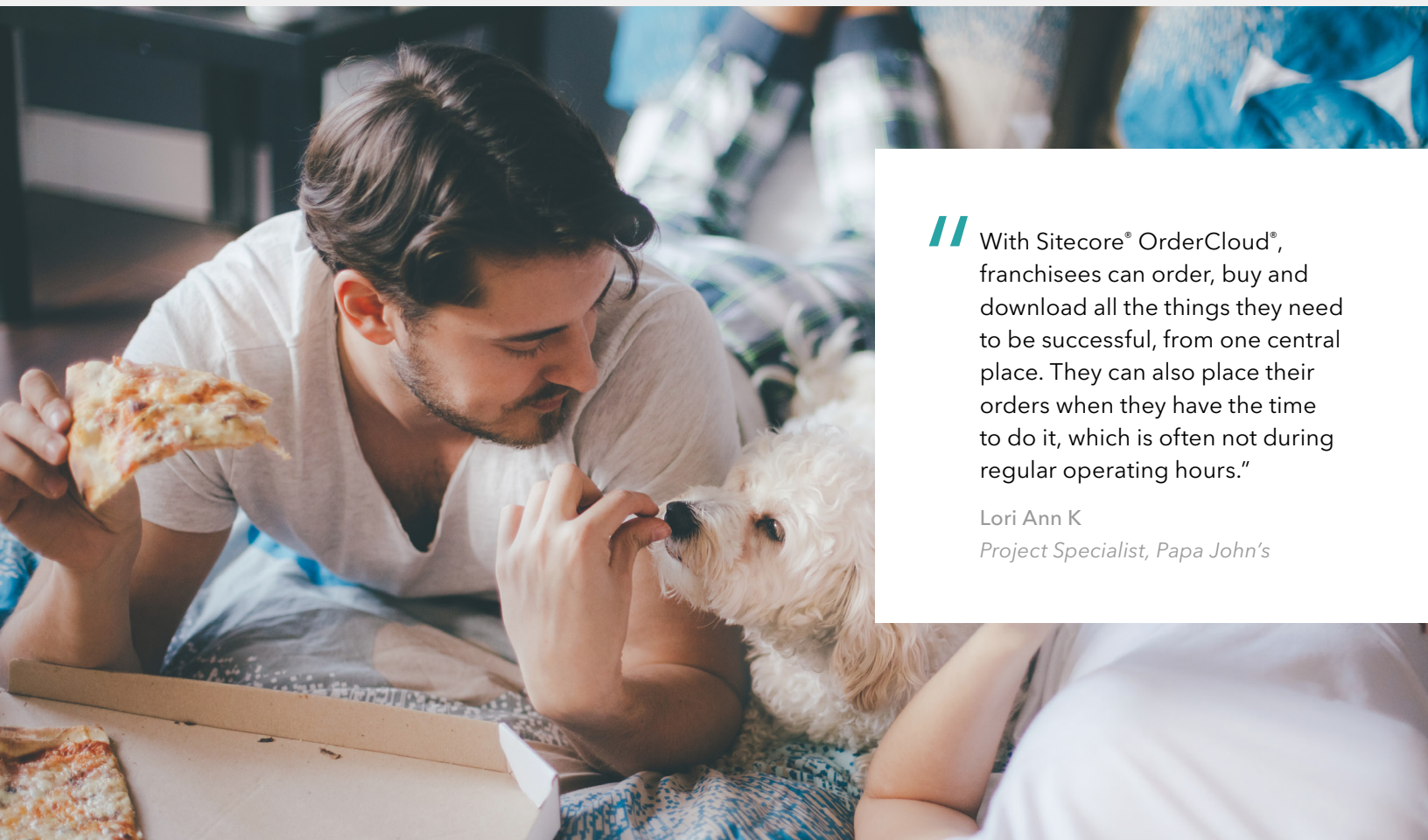
5,000+
locations
place
15,000+
orders per
month online

Their franchisees can now order all supplies needed to run their business online, including: food ingredients and supplies from the vendors/suppliers designated for the particular location. Customized marketing materials, including generating and previewing location-specific collateral before it's sent to print. They can also order branded gear like uniforms, aprons, and promotional apparel.

The Outcome

Papa John's has since grown to over 5,000 locations worldwide and manages over 15,000 orders per month online. The one-stop-shop ordering hub created the automation and efficiencies the franchisor needed to support their growth.

Additionally, they save time and money by automating these transactions and order workflows. Costs associated with each order have now dropped below one dollar per order as they have dramatically reduced order errors, decreased costs associated with call center staffing, increased franchise loyalty and satisfaction, systemized control over brand standards, and automated connections to suppliers and internal fulfillment operations.



// With Sitecore® OrderCloud®, franchisees can order, buy and download all the things they need to be successful, from one central place. They can also place their orders when they have the time to do it, which is often not during regular operating hours."

Lori Ann K
Project Specialist, Papa John's