



Mr Mikes Steakhouse Increases Customer Engagement with Mobile App

RAMMP Hospitality Brands Inc. was created by a group of senior restaurant industry specialists with over 100 years of combined experience. Their goal is to build national hospitality brands through long standing and profitable franchisees that are well supported by leading processes and practices at the franchisor level. They are a thriving network of partners, franchisees, employees, brands and suppliers that share a rich history in the foodservice industry.

RAMMP's "heritage" brand - Mr. Mikes Steakhouse Casual® has attained iconic status in Western Canada with 51 years of longevity. The past and future success of the brand is driven by their product quality standards, a mid-scale price point, their customer service experiences, and a contemporary, yet casual atmosphere.

RAMMP Hospitality Brands Inc.

Industry	Location	Employees
Hospitality	Burnaby, BC	<50

Highlights

- Developed a mobile application to support multiple operating systems and devices.
- Increased engagement with customers by adding push notifications to application.
- Used location services and an interactive map to make it easier for customer's to locate a Mr Mikes.

The Need

RAMMP wanted a mobile solution to increase engagement, foot traffic and loyalty with their patrons. The application had to reach the maximum audience; therefore, it needed to be available for download on phones and tablets using iOS or Android operating systems. The application should be easy-to-use and inviting to encourage users to use the app on a regular basis.

Key Challenges

- Support multiple platforms (iOS and Android) and devices (smartphones and tablets).
- Ability to pull content from the client's website and social media.
- Display special offers to the user based on the day of the week.
- Send push notifications to notify users of limited time offers and other news.
- Google Analytics integration to view reports on application installs and user sessions.

project and recommend the appropriate course of action.

5. The client's application was successfully uploaded and available in the AppStore and Google Play in time for a significant corporate event.
6. Optimus maintains the application on an ongoing basis to ensure that all operating system and 3rd-party API updates are integrated quickly so that their users are not impacted.

How Optimus Helped

1. Optimus met with the client to discuss their needs. We identified early on that the Optimus Social App would be a good fit for this project and presented the application and feature list to the client.
2. After gathering a list of requirements from the client we compared it against the features available in the Social App. This information was presented to the client and we discussed how the features not currently available in the app could be added. Working together decisions were made on which features would be included or excluded.
3. Design requirements were provided to the client and their graphic designer created the application icons and splash screen for iOS and Android.
4. Optimus worked closely with client throughout the development process. The client requested a few changes during the project and we were able to quickly identify the impact on the

"We have been thinking about our first mobile app for some time and Optimus has been there to help us bring our ideas to life. Through our collaboration sessions and Optimus' ability to understand our long term vision, not only do we have a great application today but one that will grow with us."

Chiyoko Kakino

Senior VP, Brand Strategy & Marketing

The Result

At the end of the project the client had a branded application that they could advertise to customers at their restaurants, online and in promotional material. The client has been able to use the application to keep customers up-to-date on what's new, share special offers and increase their overall engagement with the restaurant.

About Optimus Information

Headquartered in Vancouver, Canada with delivery centers in Canada and India, we work as a trusted partner to medium and large businesses to solve their software and technology challenges. With a team of 150+ people Optimus Information provides global organizations with scalable, flexible and cost efficient solutions. **Optimus Information provides global reach with a local presence.**

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