



# I Heart Mac & Cheese Gives Raydiant a 10/10 for Seamless, Impactful In-store Experience and All-star Customer Service



**Industry**  
Raydiant Eat |  
Fast Casual Restaurant



**Number of Locations**  
50+ locations



**Solutions**  
Digital Menus, Promotional Signage, Streaming Video

I Heart Mac & Cheese is a fast casual restaurant franchise chain specializing in customizable, made-to-order macaroni and cheese bowls and grilled cheese sandwiches. Recognized by Entrepreneur Magazine in the Top New Franchises ranking, the popular chain has restaurants across the US, and is expected to more than triple their franchise to nearly 50 locations by 2023.

## Business Challenge

With a fast-expanding franchise underway, the I Heart Mac & Cheese team had no time to waste on DIY or outdated digital signage. They needed a simple way to update restaurant signage across locations, reflect real-time price changes, and promote limited-time offers and other hot menu items.

Matt Pappas, Director of Marketing, knew the brand needed a robust, reliable digital signage platform that he could manage from anywhere. And with more franchise restaurants opening across the country, he also needed a way to keep branding and messaging consistent as I Heart expanded their footprint. That's when he found Raydiant.

**"It's like Roku for digital signs and menu boards — it plugs into your TV, sets up in seconds, and is ready to go. No tech experience needed!"**

MATT PAPPAS — DIRECTOR OF MARKETING  
I HEART MAC & CHEESE



## Why Raydiant?

In Matt's own words, "Raydiant checked all the boxes." Raydiant's scalable, plug-and-play solution made it easy to manage all of their digital signs and menu boards from a central, easy-to-use platform. With Raydiant's comprehensive app marketplace, franchisees also had everything they needed to engage customers and run a successful business, from content networks to POS integrations. All of this came in a reliable, cloud-based platform with a 99.5% uptime average—meaning Matt doesn't lose sleep wondering if his stores' signage is working correctly.

Another key differentiator? Raydiant's super easy, user-friendly installation and setup. Restaurant managers simply plug Raydiant's ScreenRay device into their digital screens or TVs, follow a few screen prompts, and they're live in less than five minutes. Matt handles the branded content and promotional branding from corporate, with the ability to load geo-specific offers on the franchise owner's behalf. Adding and deleting menu items and updating prices is even quicker, taking only seconds. Restaurants can also connect their point of sale systems to Raydiant to run dynamic menu boards, displaying real-time pricing and menu availability.



## Our Impact

Like most restaurants, I Heart Mac & Cheese measures success in customer experience, in-store sales, and time savings. Raydiant has made a positive impact on all three.

With Raydiant's eye-catching digital menu boards, customers get to visually sample all of the restaurant's cheesy menu items and limited time offers. Digital signs that draw customers in using bold graphics and animations are expediting the decision making process and positively impacting sales. Franchisees can easily advertise regional promotions, news, or community events. Signage is finally seamless and stress free for the restaurant staff, who no longer have to babysit their screens—instead, they can focus on increasing in-store sales.

**“On a scale of 1 to 10, I’d rate Raydiant a 10. No kidding. I wish all of my sales and customer support folks were like the team at Raydiant.”**

MATT PAPPAS — DIRECTOR OF MARKETING  
I HEART MAC & CHEESE

**“Raydiant takes the stress out of digital signage. The entire process from order to install is seamless. It’s also easy to manage and scale, whether you have two locations or 200.”**

MATT PAPPAS — DIRECTOR OF MARKETING  
I HEART MAC & CHEESE



What's next on the I Heart menu? Partnering with Raydiant to motivate their back of house staff through sales contests and games, to build healthy competition around limited time offer promotions. Winning staff can choose their favorite items from Raydiant's personalized recognition and rewards platform—new AirPods, anyone? Celebrating their hard-working staff means more motivated employees, and from there, happier customers.

## Experience the Raydiant Difference

See how our platform can transform your in-store experience and increase franchise sales. Visit [raydiant.com](https://raydiant.com) and **book a demo** now with our sales team.