



# Raydiant Helps Pizza Ranch Ditch Chalk Boards for Digital Menu Boards to Improve In-store Brand Experience



**Industry**  
Restaurant |  
Fast Casual Restaurant



**Number of Locations**  
Scaling from 25 to ~50  
by 2023



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

Pizza Ranch is an award-winning restaurant chain and franchise known for its legendary buffet concept featuring pizza, the Country’s Best Chicken, salads and desserts, all delivered with an unmatched service quality. With more than 200 locations across the Midwest, the restaurant fundraising events as they are for their food.

## Business Challenge

With a fast-growing franchise and 90% of their locations independently owned, they needed better tools to support franchise owners. The main focus? Growing sales and transaction counts, automating back-end workflows, and maintaining a consistent brand message.

Previously, the brand used large chalkboard menu boards that didn’t match their newly updated, modern restaurant design. They were also easy to ignore, lacking the marketing power needed to really sell new pizza creations and limited-time offers. They also required manual updating - a human body physically erasing and recreating menu details at each and every location, for every menu item and pricing change.

Pizza Ranch’s Marketing Project Coordinator, Jordan Harmelink, explained the thought process for solving these franchisee challenges: “We asked ourselves, ‘What can we take off their (the franchise owner’s) plate? What would make their life easier?’”

The answer? High-impact digital signage that boosts sales and promotions, that’s easy to update in a few clicks. The answer was Raydiant.

## Why Raydiant?

When researching digital solutions, Jordan and the Pizza Ranch team looked to their franchisees as their guide. “They’re on the front lines, and seeing things we don’t see,” he commented. “So we’re quick to listen to them.” The franchisee feedback was clear: they needed a seamless, easy-to-onboard solution to save them time on the back end, and make promotions more appealing to customers on the front end.

“Before Raydiant, we were using large chalkboards for menus. They were manual to update, and didn’t reflect the brand experience we wanted for our restaurants. Between chalkboards and Raydiant’s digital menu boards, it’s a no brainer.”

JORDAN HARMELINK  
— MARKETING PROJECT COORDINATOR  
PIZZA RANCH





## Our Impact

Pizza Ranch franchisees find Raydiant's plug-and-play system easy to install and intuitive to use, regardless of their tech savviness. Now, digital displays in any and all locations can be remotely managed through Raydiant's secure cloud interface. Pizza Ranch's corporate team can use Raydiant's easy drag-and-drop design tools to make gorgeous, branded screen content to help franchisees market promotions with a consistent brand image. And Raydiant's large app marketplace has the tools franchisees need for creating multisensory customer experiences that increase foot traffic, orders, and dwell time - from videos of mouth-watering pies, to music, games, and trivia playing across their digital screens.

"We use Raydiant because we want to make our franchisees' lives easier. Raydiant helps us support them and set them up for success."

JORDAN HARMELINK — MARKETING PROJECT COORDINATOR  
PIZZA RANCH

"Raydiant's value is really about feeling secure with what's on our screens. Consistent branding is key for us as we continue to aggressively grow the Pizza Ranch footprint."

JORDAN HARMELINK — MARKETING PROJECT COORDINATOR  
PIZZA RANCH



## 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.