



Case Study Meritage Hospitality



The *WHO*.

Meritage Hospitality Group. The largest Wendy's franchisee in the country with 350+ locations.

The *WHAT*.

Everyone's problem is unique.

- Compliance → Needed to reduce slip-and-fall accidents through employee participation.
- Customer service → Wanted a relationship, a partner who is responsive and cares.
- Marketing → Needed a provider that could develop effective custom marketing materials.
- Program Options → A payroll deduction option was a must.
- Products → A variety of affordable options from brands employees love.

The *HOW*.

We listened, heard their specific needs and designed a solution.

- Simple and easy program setup
- A user-friendly website
- Custom marketing materials featuring pre-approved styles
- A dedicated account manager
- A variety of affordable styles from recognizable brands to help attract participation

The *RESULTS*.

There's been a steady rise in employee participation and compliance.

IN THEIR OWN WORDS

Meritage Hospitality Group

"The support from the SR Max implementation team is excellent. Everything was mostly seamless in setting up locations, employee feeds and the custom "store" website. Everything was ready to go live on schedule."

“ My SR Max team has
**exceeded all
expectations.** ”