

Jersey Mike's Subs unveils mobile ordering plans

By [Rimma Kats](#)

May 7, 2013



Jersey Mike's Subs is tapping into the mobile ordering space with plans to launch an iOS and Android application.

The company selected Splick-it to power its mobile and online ordering system. Through the upcoming apps, consumers will be able to order their favorite meals.

"The strategy is to have one mobile app that allows Jersey Mike's customers to access all things Jersey Mike's through their phone," said Rich Hope, chief marketing officer of Jersey Mike's Subs, Manasquan, NJ.

"The app will feature ordering, loyalty, payment and social," he said.

Payment plans

The company decided to roll out a mobile ordering app after seeing customer demand for it.



According to a recent study by Center for Hospitality Research, restaurants using mobile and online ordering report increased customer frequency.

Respondents also noted labor savings, as their employees didn't need to answer the phone or take an order from a customer, as well as improved order accuracy.

As part of the partnership, Splick-it will design the online ordering system first, with iOS and Android apps to follow soon.

The service will be specifically branded for [Jersey Mike's Subs](#) – Splick-it has done for other restaurants including Moe's Southwest Grill and The Pita Pit.

In addition to mobile and online ordering and payment, patrons participating in Jersey Mike's Shore Points rewards program will be able to track, earn and redeem points directly through the mobile app.

Mobile ordering

Mobile ordering is a smart move for Jersey Mike's. More restaurants are implementing a mobile payments strategy to meet the demands of their ever-growing customer base.

Jersey Mike's will be getting the word out about its upcoming online and mobile ordering system primarily through its 600-plus stores, as well as through digital assets.

“Right now, while mobile only plays a small role, we are trying to prepare for the future,” Mr. Hope said. “All indications are that mobile will continue to grow and we already have 43 percent of our Web traffic coming through mobile devices.

“We think the role of mobile will grow exponentially in the next few years,” he said.

Final Take

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