



A Side Order of Sound



Bose Whets the Appetites of Which Wich Customers.

the venue:

Which Wich Superior Sandwiches, a fast-growing national chain of unique sandwich shops.

the challenge:

Help create a unique customer experience for this sandwich chain where music is an important and integral element to customer satisfaction.

the solution:

A FreeSpace® 3 Series II system with a FreeSpace Acoustimass® module, Bose® on-ear headphones for customer listening kiosks and an L1® Model II system.

the result:

Sound and video that adds to the unique experience at Which Wich and that helps bring customers back time and time again.

Every day at lunchtime, Which Wich Superior Sandwiches fills up with students and young professionals who are drawn to the one-of-a-kind restaurant's quality sandwiches and inviting atmosphere. With more than 30 locations and plans to grow to 100 or more, the Dallas-based franchise restaurant chain has made quite a name for itself in a short amount of time. Founder and President Jeff Sinelli attributes this success to a clear focus on the ever-important minute details of the restaurant business. For him, music is an essential element in delivering an enjoyable experience for his customers.

"You can energize a concept through your choice of music, through your choice of equipment – and it's so simple to do," Sinelli says. "Music provides a gift of time. If we can give customers value during their wait time through music, we have succeeded. That's what differentiates us from the competition."

"Which Wich stores vary in size from 500 square feet to up to 3,000 square feet. From the smallest to the largest spaces, FreeSpace gives them the flexibility to achieve optimal sound quality regardless of the store's configuration."

Dave Sebastian, Territory Representative
Bose Corporation

Music critical to the customer experience

In order to design such a solution, Sinelli turned to Lynn Matson, founder and president of Pro-Motion, an authorized Bose dealer. "Music adds a whole element to the Which Wich experience," Matson says. "And the customer is demanding good quality sound."

To help deliver the solution Which Wich needed, Matson worked closely with Dave Sebastian, her Bose® territory representative. "When you walk into a Which Wich, it's in a locale where music is a huge part of the community," Sebastian says. "This is an integral part of the Which Wich concept." Specifically, Sinelli wanted the music to be heard with fullness and detail. He also wanted to make sure the system was easy to use and blended seamlessly into Which Wich's décor. Another important element was the need for the team to design and install systems for the many new locations opening across the U.S.

The team found its solution in the FreeSpace® 3 Series II system. It includes flush-mount loudspeakers and a flush-mount Acoustimass® module. Mounted into the ceiling and walls, this system delivers rich, powerful music for both foreground and background applications and blends seamlessly into each store's environment. "Which Wich stores vary in size from 500 square feet to up to 3,000 square feet," Sebastian says. "From the smallest to the largest spaces, FreeSpace gives them the flexibility to achieve optimal sound quality regardless of the store's configuration."

Matson readily concurs, "The FreeSpace 3 is a perfect system for the footprint of the Which Wich stores. It is so simple to install and deploy. The loudspeakers are tiny and clean, but deliver that crisp, clear, intelligible sound that customers want."

Music builds community

In addition to providing music throughout the restaurant, part of Sinelli's concept was to provide listening stations where customers could experience a variety of music while waiting.

Each station includes Bose on-ear headphones. With their combination of sound quality and comfortable fit, Bose on-ear headphones allow customers to focus on the music they're listening to.

"With shops planned for new states and new regions, I know that Dave and the team at Bose will be able to help me deliver the systems and consistent performance that Jeff and Which Wich want."

Lynn Matson, Founder and President
Pro-Motion

Some of the local artists spotlighted at the listening stations are also invited to play in the restaurant. To accommodate the performances, key Which Wich locations feature a Bose L1® powered loudspeaker system. The slim system uses innovative Bose technology to deliver wide, even coverage and a consistent sound level through the space. "The beauty of the L1 system is you're not hanging speakers, speakers aren't on stands – everything is integrated," Sinelli says.

The sound of results

As the chain continues its rapid expansion, Bose and Pro-Motion are well-positioned to support the growth. "With shops planned for new states and new regions, I know that Dave and the team at Bose will be able to help me deliver the systems and consistent performance that Jeff and Which Wich want," Matson says.

Sinelli sees the value of Bose sound every time he walks into one of his locations. "The most important thing I look for is the smile on the face and to see them nodding," he points out. He also sees the value of the Bose brand, making it a standard for every Which Wich shop. "You can go globally, and people know what Bose is," Sinelli says. "It works for Which Wich and it works for Bose, and I'm just happy to be a part of it."

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