



Case Study: Texas Roadhouse

“Texas Roadhouse is more than just a family restaurant, it’s a place where everyone of all ages can come and have a great meal and great fun for a great price.” One of Texas Roadhouse’s top priorities is its employees or “Roadies”, as they are called. The passion and commitment shown for the “Roadies” is passed along to each guest visiting a Texas Roadhouse restaurant.

Texas Roadhouse was looking for a fulfillment partner who would consolidate materials, provide cost savings and innovative ideas, while providing one-source ordering for marketing materials, on-time and error-free.

- **June 2002**– FCI and Texas Roadhouse began their relationship. At the time, Texas Roadhouse stored inventory at multiple locations throughout the Midwest Region. FCI proposed a plan to consolidate the inventory of these 6-7 vendors and bring all materials under one roof in Louisville, Kentucky. During this process, Texas Roadhouse realized they had been storing duplicate items at multiple warehouses. By transferring the inventory to FCI, an immediate cost savings took place as they weren’t charged for storing the same items twice.
- **July 2002** – FCI consulted with multiple vendors to determine the best fit for items not able to be produced within the FCI warehouse. (i.e. banners, screen-printed t-shirts, etc.)
- **February 2003** – To provide Texas Roadhouse with single-source ordering, FCI became a call center for the employees to place orders for all materials from New Hire Kits to business cards and menus. The FCI Customer Service Representative (CSR) would manually enter the order into PRO-MAIL, FCI’s inventory / order management system. Once items were entered into PRO-MAIL, the items stored at the FCI warehouse were pulled and collated with the items shipped to FCI from the vendor partners.
- **September 2005** – In an effort to increase efficiencies and cost savings, FCI created a site that would allow Texas Roadhouse employees to order materials online as an additional option to the call center. This employee Intranet site became known as TRH Family (www.TRHFamily.com). This site allowed for simple internal ordering and administrative reporting.
- **June 2007** – With the employees in mind, Texas Roadhouse desired a more interactive employee experience regarding the Intranet site. Through consultation and innovative thinking, FCI was able to enhance the TRH Family site to include a multitude of new features while still cohesively working with the ordering system already in place through PRO-MAIL.
- **June 2007** – Texas Roadhouse requests a site to be branched from the TRH Family site, but specific to Local Store Marketers (LSMs). Each Texas Roadhouse restaurant employs two dedicated marketers for their community. The LSMs order materials and discuss topics specific to their roles. In turn, FCI created a custom site known as the TRH

LSM site for these employees to connect. This site can be accessed through the TRH Family site and is managed by the TRH Family administrators.

- **January 2008** – FCI established the first of many “Micro-Sites” associated with TRH Family. This is when the Andy’s Outreach site was born, a site creating a donation-based emergency fund for employees. All of the “Micro-Sites” are landing pages off the TRH Family main site and apply to only Texas Roadhouse employees and management.
- **January 2010** – TRH Post-Conference Site created. This is a site containing all post-conference highlights/references such as photos, videos, summaries, key note speaker summaries, etc.
- **January 2011** – TRH Post-Conference Site re-skinned and updated for 2011 Conference.
- **May 2011** – The next “Micro-Site” is created and known as Innovative Ideas, a site encouraging feedback submission for guests and employees alike.
- **January 2012** – TRH Post-Conference Site re-skinned and updated for 2012 Conference.
- **June 2012** – Another “Micro-Site” is created and known as Living Legends, an employee recognition program.
- **December 2012** – FCI implements the new and improved TRH Family website which allows for the entire TRH community to interact through job postings, employee training, message boards, events, etc. This Intranet site is also the site used for ordering all New Hire Kits, New Store Opening Kits, marketing materials and more. Other items ordered through the TRH Family site include customized print-on-demand banners, business cards, inflatable mascots for community events, point-of-sale tent cards, table toppers, posters, and more. This site is constantly updated and enhanced when new ideas are presented.
- **January 2013** – FCI continues to update, upgrade and enhance the TRH Family site and all of the “Micro-Sites” associated through weekly on-site meetings with Texas Roadhouse.
- **January 2013** – TRH Post-Conference Site re-skinned and updated for 2013 Conference.

Overall, the above steps in regards to fulfillment have led to hundreds of thousands of hard dollar cost savings to Texas Roadhouse over several years. The sites are innovative ways to engage employees and management and to give back to the “Roadies”. FCI has participated in innovatively creating and customizing websites and fulfillment solutions for Texas Roadhouse and continues enhancing, updating and creating new ideas within the partnership. The partnership and growth of Texas Roadhouse has provided invaluable experience to Texas Roadhouse and FCI alike.