

Case Study on John Carroll University: The Success of a Micro Market

“It’s a definite success... and we’re looking to put another unit in our c-store.”

Jason Brust, Senior General Manager at Parkhurst Dining/John Carroll University

Prior to Hubert

John Carroll University and the Hubert Company have been trusted partners for a number of years—and they knew Hubert had the solutions they needed when it was time to renovate their new dining hall. In the past, their grab-and-go stations were free standing and hard to manage, resulting in high levels of theft and losses for the university. This became even more of a problem when the floor units started breaking from everyday wear and tear. This was a bad user experience, a tough job for the dining hall staff to manage, an expensive undertaking because the structures were falling apart, and a massive profit loss due to theft. When John Carroll turned to Hubert for help, they found the solution to their problem with a micro market.

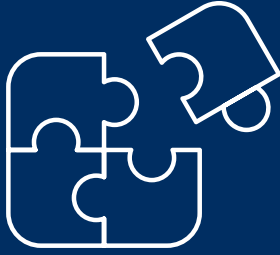


Experience with Hubert

Jason Brust, the Senior General Manager, was familiar with Hubert—having used Hubert many times in the past for the majority of their smallwares and foodservice needs. He knew there had to be a better solution than the outdated and unattractive floor stands that he was currently using. So, he used Hubert’s Build Your Own Micro Market Tool to customize exactly what he needed for his new space. Jason complimented the process from start to finish—saying it was easy to navigate, had all the customization he could want, and noted that shipping was incredibly fast.

The results? The new renovations were noted as being "modern and sharp". The micro market was durable enough to stand the test of hungry students and professors alike. Last, the micro market allowed the dining hall to expand their grab and go options, and the new clean set up even allowed for a convenient space for cameras to decrease theft.





Challenges

- Freestanding floor units made it easy to steal products.
- The floor units were flimsy and constantly breaking.
- The style was outdated and organizationally unsound.
- Outdated configurations needed a refresh.

Improvements and Key Results



Major Reduction
in Theft



Provided Opportunity to
Expand Product Offerings



Serving 3,000+
Students and Staff Daily

Overall Experience with Hubert



CUSTOMER
SERVICE



SERVICE
QUALITY



LIKELIHOOD TO WORK
WITH HUBERT AGAIN

“The students [and staff] love the micro market. They love the clean look, they love how easy it is to access, and the way we were able to customize it and design it online to fit our needs was great.”

Jason Carroll, Senior General Manager at Parkhurst Dining/John Carroll University