



Not Just a Fresh Coat of Paint

Centare and Cousins Subs built a new website featuring new branding and infrastructure to support future vision.



Since 1972, **Cousins** has grown from a Milwaukee hometown sub shop to 101 stores in Wisconsin and expanding nationally into the Midwest. Cousins is about more than making quality subs. They are a company whose values and beliefs are grounded, optimistic, purposeful and passionate.

Benefits

 Ability to create and manage group orders

 Efficient online ordering using saved orders, location and credit cards

 Order history allows users to view and reorder past orders

 Search for stores and see store specific details

 View nutrition and allergen information

 Customize your order or checkout quickly with the standard toppings

 Submit comments or apply for foundation grants with integrated online forms

 Consistent visual brand provides a unified look, feel and experience

The Project

In 2016, Cousins began rolling out a rebrand to streamline all of its restaurants in look and feel. All of their stores would be updated as well as the corporate office. Their website also needed a redesign to reflect this, not just a fresh coat of paint. New third-party integrations would need to be considered in order to be more platform agnostic and support the future vision to help franchisees.

Our Solution

After initial discussions on goals for the new site, Centare proposed using Umbraco CMS as the foundation. This brought numerous advantages and flexibility to the Cousins team with the use of templates, plugins, and time savings without needing to reinvent the wheel. In addition, it was determined that the site would need to be responsive, adapting the layout to desktop, tablet, and mobile devices on-demand.

Two types of order management systems would be utilized – Olo and Brink – and the application would need the flexibility to handle a similar user experience for each. Store information would need to be synced appropriately from Olo and MomentFeed whenever updates were made via any system to ensure the latest and accurate information was being displayed online. While customer information needed to be up-to-date and able to be changed through forms for Cousins email newsletter and future loyalty program purposes with Heartland Beanstalk Engage.

Umbraco CMS

Templates and plugins provided content flexibility for the Cousins team without needing to reinvent the wheel each time, maintaining an efficient workflow.

Mobile Responsive

Ingenuitive techniques allowed layouts, content and workflows to adapt to desktop, tablet, and mobile devices on demand.

Synced Data

Store information was synced appropriately from Olo and MomentFeed whenever updates were made in either system ensuring the latest, most accurate information is being displayed online.

Let's Partner Together

Reach out to us to find out more about who we are, what we do, or how Centare and your organization can partner together.

Send us an email at hello@centare.com.

Technologies

- ✔ Umbraco 7
- ✔ .Net 4.5
- ✔ ASP.NET MVC 5
- ✔ ASP.NET Web API 2
- ✔ ASP.NET Identity 2
- ✔ AngularJS
- ✔ Sass
- ✔ Octopus Deploy
- ✔ Olo
- ✔ Brink
- ✔ MomentFeed
- ✔ Heartland Beanstalk Engage
- ✔ Paytronix

“My commitment to Centare being right for this project has never wavered. I am extremely pleased with our end product.”

Justin McCoy

Vice President of Marketing,
Cousins Subs

