



# FIBRE KEEPS THE CUSTOMER EXPERIENCE FRESH

"Music is a big part of our culture. Through Radio BurgerFuel, we can broadcast and amplify that culture to the world".

Alexis Lam - BurgerFuel Marketing Manager

Behind the Business

# AMPING UP THE BURGERFUEL IN-STORE ATMOSPHERE

Thanks to fibre from Spark

## About BurgerFuel

- Founded in NZ in 1995
- Listed on the NZX in 2007
- Global gourmet burger concept serving fresh, wholesome, natural burgers in a full-throttle atmosphere
- Restaurants in NZ, Australia, the UAE, Saudi Arabia, Egypt, Iraq - with expansion plans for the USA and beyond



**Since the first BurgerFuel restaurant opened in 1995, it's become legendary for creating fresh, wholesome gourmet burgers. And it's equally famous for its unique customer experience. Embracing vintage cars, graffiti art and cool music, the in-store vibe is always energetic, fun and memorable.**

It's helped make BurgerFuel hugely successful, and the brand's now found in six countries with 80 stores worldwide. Music has always been at the heart of the BurgerFuel culture. "Every party has to start somewhere," BurgerFuel Marketing Manager Alexis Lam says. "We want BurgerFuel to be that place - where people meet and hear great music, setting the tone for the rest of the night."

And these days, Radio BurgerFuel is its source. Or more specifically DJ's manning the decks at the company's custom-built Auckland based HQ, with both pre-recorded and live shows transmitted to restaurants in New Zealand, Australia and the Middle East.

Fundamentally this innovative concept is an internet based radio station designed to completely reimagine the customer experience. As Spark Client Manager Darren Porter explains, the idea was born out of the need to standardise the in-store atmosphere across every franchise, both locally and internationally. "You'd rock out to Henderson, they'd be playing a certain type of music, then you'd go to Mairangi Bay and there'd be a style of music played out there. So it was about making a consistent experience right across, and that was the brief." And it's all been achieved thanks to the Secure Business Internet solution and high-speed fibre network Spark provides.

## Fibre - the perfect fit

Sean Munden Monro, Chief Information Officer at BurgerFuel Worldwide says when the company first looked into streaming live radio several years ago, the technology wasn't affordable. But this quickly changed. "We looked into podcasts, a WAN and other network models, but fibre was ideal. The price had come down substantially since we'd first looked at it. So it was the best and most logical choice."

As well as needing speed and capacity for live music, the dependability of the Spark fibre offering also gave the company reassurance that broadcasting wouldn't be interrupted, no matter how heavy the internet traffic. To ensure this, all stores were upgraded with large data broadband connections and the right kit to provide stereo broadcasting on site.

Munden Monro agrees that reliability, resilience and scalability are crucial to Radio BurgerFuel. "The network needed enough power not only to stream music 24/7, but also to eventually expand that into our stores in other parts of the world. With fibre it's fully scalable - we've got enough capacity to do whatever we want."



**"We've gotten to the point where the sun never sets in the BurgerFuel world, so why should the music stop?"**

Alexis Lam  
BurgerFuel Marketing Manager

## Fresh sounds, fresh opportunities

Now with fibre in most stores, BurgerFuel is not only streaming live radio, it's also streaming live from outlets. This means guest DJs from any store can take the helm, plus bands can play live from any of their restaurants to the rest of the world. This opens up additional experiential opportunities for BurgerFuel, like the ability to broadcast live events and competitions.

The music being played is truly up-to-the-minute. Obviously it would have been easy to just stream pre-recorded mixes but that simply wasn't BurgerFuel's style, according to Alexis Lam. "Our customers will recognise the difference between a crafted playlist and 'auto-shuffle'. We want to surprise them every now and then with something new or different too. So we wanted to work with the music industry to get the latest sounds possible, and we wanted that ability to do it live."

## Taking their sounds to the world

Now Radio BurgerFuel is becoming an important part of some ambitious plans. It's essential for the BurgerFuel brand to be as unique as possible to gain cut through as they expand internationally. With a little help from the Spark fibre network, Radio BurgerFuel is able to deliver the distinctive BurgerFuel sound and customer experience to burger and music lovers everywhere.

"We're a global brand, but our New Zealand origins are an important part of our identity," Alexis concludes. "Radio BurgerFuel is helping channel the culture and authenticity that's at the heart of our brand, to our customers all over the world".

## Spark Fibre Benefits



### Faster Performance

Improves upload and download speeds, saving time



### Scalable Options

Meets any size and budget



### Ideal for cloud computing

Giving you a better way to store and use data



### Consistent performance

Especially at peak times



### Reliability

Complimented by technical support 24/7



### Futureproof

Ensures you're systems are ready for upcoming web innovations

**If you're ready to create better connections for your customers, speak to your Client Manager or call us on:**



**0800 694 364**