

### **Look Ma, No Swipe!**

'Contactless' Credit-Card Readers to Improve Speed, Convenience

Credit-card transactions are supposed to be fast and convenient, but how often do you give your card to a cashier, only to wait while it's swiped more times than a purse on a subway?

Fact is, magnetic stripes and swipes sometimes get dirty, making cards hard to read and slowing down the transaction. And even if the technology is working perfectly, it still requires you to use up precious seconds relinquishing your card to another person in order to make a purchase.



But at Jack in the Box, guests soon will have an easier, faster way to pay. In the next few months, all company restaurants will be equipped with "contactless" credit-card readers at the front counter and in the drive-thru, enabling guests to pay simply by holding their cards in front of the device. Then they get a receipt from the cashier. No swipe, no signature.

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### **Getting Engaged**

Company Seeks Employee Opinions through Special Survey

It's hard to feel in sync with your employer if your boss is an ogre, you don't believe in the company goals, or your job description is fuzzier than the shag carpet that's been in your office since the Ford administration.

The consequence, research shows, is low employee engagement, which takes its toll on individual and company performance.

That's why Jack in the Box, recognizing that the best-performing companies are the ones with employees who are engaged in the organization, is asking all company employees to give their honest opinion about their world at work. The forum is the new Employee Engagement Survey that's going out via e-mail and computer-based training to all employees.

## Quick Stuff Stands Apart as Cool Convenience Store on the Corner

At a shrimpy 6 feet, Allen Iverson runs circles around his sky-scraping opponents on the basketball court. A tiny bee sting can cause big-time problems. And David, of course, went to town on Goliath.

The point: Don't underestimate the little guy – and that applies in business, too. With just 20 convenience stores in four states, Quick Stuff doesn't have near the brand awareness of its national, household-name competitors. But that hasn't kept the chain from cultivating loyal customers and beating the industry sales average.

Based on this success, Quick Stuff by the end of this fiscal year will have doubled in size, adding another 16 stores in California, Texas, Illinois and Missouri.

"We're not a national brand, we don't have national advertising," said Lenny Comma, division VP of c-store/fuel operations. "Instead, we compete by marketing to local customers corner by corner."

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## Thinking Inside & Outside the Box

Menu Answers Changing Expectations by Combining Classics, New Products

Ask Jack's traditional customer what he thinks of the Pannido, and he might look at you funny. To him, a \$4 gourmet sandwich at Jack in the Box is as foreign as a deutschmark in his wallet. Why shell out on something new when he can fill up on his time-honored tacos for 99 cents a pair?

But that buyer mentality hasn't kept the Pannidos from selling faster in some markets than Spock ears at a sci-fi convention. So what gives? Answer: Today's menu is designed for different audiences.

In addition to frequent fast-food lovers, those conventional guests who mostly want to satisfy their hunger at a low price, the menu appeals to moderate fast-food users, who expect high quality, innovation and freshness – and are willing to pay a little more for it.



"Consumers' expectations have evolved: Many people today want more out of fast food," said Tammy Bailey, division VP of menu marketing and promotions. "They want quality but also convenience. They want to be healthy but they also want to indulge. So we're continuing our strategy of menu innovation, but not for the sake of variety alone. We must have items that people want."