



MOOD: MEDIA

BIKA'S DRIVE-IN CASE STUDY

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Eric Bikas
Owner and Founder
Bika's Drive-In

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ABOUT BIKA'S DRIVE-IN

Since 2009, Bikas Drive In has served the Greenville, South Carolina area with southern-inspired, made-to-order fast food, featuring both breakfast and lunch offerings. Menu items include charbroiled burgers, oversized onion rings, fried pickles, hot subs, eggs, strawberry-covered French toast, ice cream and much more. Bikas caters to clientele of all ages, but primarily appeals to millennials and Gen Y'ers.

THE CHALLENGE

As a young small business owner, founder Eric Bikas first reached out to Mood in 2011 looking for a reliable local provider of drive-thru systems and maintenance to service his two locations. After meeting with our Greenville, SC area Account Executive, Eric learned that Mood could not only meet his drive-thru needs, but also enhance his dining room experience and help build lasting brand loyalty throughout the communities his businesses serve. For Mood, the end goal was to find the right solutions that could help Bikas Drive In connect with their younger clientele, with respect to a small business budget.

THE APPROACH

After implementing the latest in industry-leading drive-thru equipment and maintenance, Mood worked with Bikas Drive In management to lay out a strategy to redesign their dining room experience from the ground up. By gaining a deep understanding of Bikas Drive In's brand message and target customer, Mood was able to craft a cost-effective recipe for an exceptional customer experience.



THE RESULTS

Upon arrival at either Bikas Drive In location, drive-thru customers enjoy a friendly and efficient drive-thru experience, while dine-in customers are greeted by an irresistible mix of today's latest music hits, played through a Klipsch sound system.

To suit the needs of their tech-savvy customer base, Bikas Drive-In also offers free Social Wi-Fi for guests and displays their menus through eye-catching digital menu boards. Each location has four digital menu boards, which ownership can easily manage with a few quick clicks from any location through Mood's online portal. The portal also allows dayparted menu scheduling, enabling management to display the breakfast and lunch menus during the appropriate hours.

Owner and founder Eric Bikas couldn't be happier with his partnership with Mood, and appreciates the convenience and cost savings of working with a local, single-source provider.

"Mood is just downright awesome. From the playlists they create to their digital menu boards and Social Wi-Fi, Mood's services are top notch and give all of my locations that cutting-edge, next-generation vibe my guests want. My Account Executive is a simple phone call away whenever I need her, and as a small business owner, I love how accessible their services are."

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