

CLIENT CASE STUDY

How Bojangles Cut 1,000 Stock-Outs Per Week Without Growing the Team

Bojangles runs one of the most promotion-intensive menus in quick-service. Getting that right across 800+ locations, hundreds of suppliers, and a franchise network that can't absorb mistakes is an execution problem most platforms can't solve. PRO solved it.



COMPANY

Bojangles
Southeast US quick-service restaurant brand, ~800 locations



INDUSTRY

Foodservice / Quick-Service Restaurants



USE CASE

- Supply Chain Visibility
- Proactive Risk Mitigation
- LTO management
- Network Orchestration



SOLUTION

Armada PRO
Profitable Response Orchestration®



BY THE NUMBERS

7X

Increase in LTOs

99.98%

LTO Fill Rate

\$1M+

In Sales Protected From Stock-Outs

1,000

Fewer OOS Cases Per Week

THE CHALLENGE ↓

Bojangles runs one of the most promotion-intensive menus in quick-service. Every limited-time offer requires precise coordination across hundreds of suppliers, multiple distributors, and 800+ restaurant locations. When that coordination breaks down, the damage is immediate: empty menu boards, frustrated franchisees, emergency shipments, and lost revenue.

The supply chain team had visibility gaps at every layer. Data arrived late or incomplete. Communication across the network was manual and inconsistent. Problems surfaced after they'd already reached the restaurants.

The most visible constraint: Bojangles could only manage three LTOs at a time. Not because of menu limitations. Because the network couldn't reliably support more.

Bojangles needed more than a dashboard. They needed a partner who could own the data, monitor the network, and act before problems reached the restaurants.

THE SOLUTION

Bojangles did not need another implementation project. They needed a model that could handle the complexity without requiring them to build an entirely new internal capability around it. PRO gave them that. Purpose-built technology combined with a team that acts on what the platform surfaces, configured to their network from day one.

Built around Bojangles' actual network, PRO integrated with existing data feeds, EDI connectors, and distributor systems for faster deployment, cleaner data, and less internal burden.

But the real differentiator is not software alone. PRO pairs visibility with action. When the system surfaces a risk, Armada's supply chain orchestrators step in to coordinate across suppliers and distributors, resolve issues early, and prevent disruptions from reaching restaurant operators.

PRO handles the data and analytics. The Armada team handles coordination and intervention. Together, that gives Bojangles a faster path to value and an extension of their supply chain team.

How It Works in Practice



Proactive Monitoring of Critical Items

PRO tracks freshness, inventory levels, and replenishment patterns for Bojangles' most critical menu items across 10 distribution centers. The system provides visibility and proactively flags inventory risks.



End-to-End LTO Management

PRO manages the full lifecycle of every limited-time offer, from pre-launch supplier planning through post-promotion recaps. The service includes:

- Pre-launch planning and supplier alignment
- Daily demand tracking against forecast
- Real-time risk mitigation and product movement across DCs
- Weekly status communications to all Bojangles restaurant locations
- Comprehensive post-LTO performance recaps



Predictive Planning and Supply Orchestration

PRO provides ongoing monitoring and proactive mitigation, including orchestrating DC-to-DC transfers and adjusting inventory flows to prevent disruptions before they reach stores.



Network Communication and Alignment

The PRO team provides weekly executive summaries, leads bi-weekly DC coordination meetings, and holds regular supplier calls to keep every partner in the network aligned. In high-stakes situations, updates are daily or even hourly.

The Results

7X Growth

in Promotional Capacity

Bojangles expanded from 3 managed LTOs to 21 in less than two years. That is not an incremental improvement. It is a structural change in how the brand goes to market.

Every additional promotion represents new revenue, stronger franchise engagement, and a competitive advantage on the menu board. For a franchisee system, operator confidence in the promotional calendar is itself a business asset. When operators trust that an LTO will execute, they commit to it fully. When they don't, they hedge. The move from 3 to 21 didn't just expand the calendar. It changed how the network operates around it.

Over \$1 Million

in Sales Protected

Through proactive monitoring of LTO and constrained items, PRO prevented 7,700 cases of potential shorts, protecting more than \$1 million in sales that would otherwise have been lost to stock-outs. These were not hypothetical risks. They were real inventory gaps identified and resolved before they reached restaurant operators.

99.9% DC-to-Store Fill Rates.

1,000 Fewer Out-of-Stock Cases Per Week.

Across 2024 and 2025, PRO helped reduce network out-of-stocks by 1,000 cases per week. That reduction eliminated hundreds of emergency calls to distribution centers and thousands of dollars in re-delivery costs every month.

Protecting the Brand

When Demand Spiked

For LTO items specifically, fill rates reached **99.98%**, a figure that's exceptional for restaurant promotions where demand variability is high and failure rates are common.

During one promotion, actual demand significantly exceeded forecast, putting supply under pressure. The PRO team detected the imbalance early, realigned inventory across DCs, and monitored daily sell-through rates until the risk passed. Restaurant operators never saw the problem. The brand was protected. Sales were preserved. And franchise operators walked away with more confidence in the promotional calendar, not less.

The Model That Closed Both Gaps

Most supply chain solutions ask teams to choose: a strong platform with limited support, or a service partner without the technology to scale. The Bojangles implementation shows what happens when you don't have to pick.

Armada operates as an extension of Bojangles' own supply chain function, monitoring the network, advocating for distribution performance, and acting on what the platform surfaces. The PRO team provides weekly, daily, and in critical moments hourly updates so decision-makers always have what they need to act.

That model is how Bojangles went from 3 LTOs to 21 without adding headcount, without compromising execution quality, and without asking the internal team to absorb more complexity.

"The platform gives us visibility we never had before. But what makes it work is the team behind it. They know our network, they act on the data, and they don't wait for us to ask."

— Brian Walker

VP, Supply Chain and Purchasing
Bojangles

What This Means for Your Network

If your current platform requires you to conform to a rigid data schema, manage data quality with every supplier and distributor yourself, and staff internal resources just to interpret what the system reports, the Bojangles story raises a fair question: is the platform actually reducing your workload, or adding to it?

If your current provider can coordinate shipments but cannot give you predictive demand analytics, automated inventory monitoring, or real-time visibility across your full network, you are getting execution without intelligence.

PRO was built to close both gaps. A flexible platform architecture that works with your existing data model, paired with foodservice supply chain expertise that acts on what the platform surfaces. That is how Bojangles went from 3 LTOs to 21 without adding headcount.

Request a PRO Assessment

See how the PRO platform compares to your current supply chain solution.

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