



First Watch Continues To Evolve Service Offering For Improved Guest Experience

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Technology investment expands upon Company's You First™ service philosophy with accelerated off-premise, and Wisely waitlist, table management and CRM functionalities

BRADENTON, Florida – June 9, 2020 – [First Watch Restaurants](#), the high-growth daytime restaurant concept serving made-to-order breakfast, brunch and lunch, today announced a partnership with waitlist and table management system [Wisely](#) to further enhance guest experience. This integration expands upon the First Watch You First™ mission, leveraging technology to aggressively evolve and empower team members to further personalize customer experience at-scale, a mission-critical component of the Company's strategic growth plans.

As restaurants across the country reopen, First Watch guests can make dine-in reservations on the waitlist tool – powered by Wisely – directly on the First Watch mobile app and website, as well as Google. The partnership empowers First Watch team members to efficiently manage the wait for curbside pick-up and dine-in from the Wisely app at the Host Stand and capture individual customer preferences to supplement their service. Guest information and preferences are seamlessly consolidated into the Wisely CRM, giving operators the insights needed to trigger or automate personalized campaigns to optimize customer engagement and create an even more individualized experience. Wisely uses order data collected from Olo to populate the CRM.

This strategic combination of customer-centric technologies, an approach designed by Vert Digital and Switchbox, will directly feed into First Watch's commitment to continuous improvement and growth plans. The agency teams at Vert Digital and Switchbox worked together with the brand to identify best-in-class companies positioned to elevate an already customer-focused dining experience.

"By fast-tracking plans to overhaul the customer experience together with a team of digital and tech partners who are experts in brand innovation and customer engagement, we are able to further evolve our You First mission and position ourselves for continued success," said Matt Eisenacher, SVP of Brand Strategy and Innovation for First Watch. "Rolling out online ordering in a matter of days at the onset of the COVID-19 pandemic proved that our teams and partners were up for any challenge. Serving people an unparalleled breakfast, brunch and lunch experience has always been at the core of what we do, and for the first time in 37 years, with our doors closed, we determined that plans to implement more modern tools to help us better communicate with our customers had to move up the list as one of our top priorities."

"Meeting guests wherever they are and capturing insights about their preferences helps create a more personalized experience—both online and in the restaurant," said Wisely Cofounder and CEO Mike Vichich. "We worked around the clock to roll out our system across just shy of 400 locations in a matter of days, and we're excited to see how more accessible and adaptable marketing tools support the brand's profitability and guest engagement goals."

These aggressive customer-centric technology investments come as First Watch reopens its doors following the Company's decision [to temporarily close its restaurants for the health and safety of its restaurant teams](#) amid the COVID-19 pandemic. 341 First Watch restaurants have already opened with many other locations welcoming guests back starting June 15, 2020.

About First Watch

First Watch is a high-growth daytime restaurant concept serving made-to-order breakfast, brunch and lunch using fresh ingredients. A recipient of more than 300 local "Best Breakfast" and "Best Brunch" accolades, First Watch offers traditional favorites, such as pancakes, omelets, sandwiches and salads, alongside specialty items like Quinoa Power Bowls, Avocado Toast and the Chickichanga. First Watch was recognized as Nation's Restaurant News' top Consumer Pick in the breakfast category as well as the coffee category for its Project Sunrise coffee program in 2019. It was also named one of TripAdvisor's Best Restaurant Chains for 2019 and one of Business Intelligence Group's Best Places to Work in 2018. There are more than 365 First Watch restaurants in 29 states, and the restaurant concept is majority owned by Advent International, one of the world's largest private-equity firms. For more information, visit firstwatch.com.

About Wisely

At Wisely, everything we do revolves around the belief that personal interactions make people feel valued. Our Waitlist + Reservations, Marketing Automation and Guest Sentiment tools bridge the gap between customer data and customer experience, giving brands new ways to personalize and drive profits — at scale. From the best run operations to the most effective marketing campaigns—a partnership with Wisely is proven to drive results. For more, visit: www.getwisely.com.

About Vert Digital

Vert Digital is the leading independent, full-stack, digital marketing agency on the east coast - headquartered in beautiful Atlanta, GA. Our team of 35+ serves Fortune 1000 calibre consumer-brands like First Watch Restaurants, RaceTrac, American Honda Motor Company and Amazon. We have a 10 year pedigree in the restaurant & hospitality industry, leading the edge with paid digital media strategies, award-winning social content & brand innovation, sales-driving CRM & web infrastructure, and deep analytics + attribution. See for yourself at vertdigital.com or on the socials at @vert_digital.

About Switchbox, Inc.

You'll notice the difference right away when working with Switchbox; call us or stop by and you'll see. Real people answer the phone, not some pesky

robot voice prompt. You also won't find endless rows of cubicles filled with disillusioned employees. We have created an environment that fosters creativity and innovation amongst our staff. That, coupled with the most current technologies and expert programmers, allow us to design custom applications tailored to your specific needs. www.switchboxinc.com

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