

Pacific Drive-Ins Uses Zenput to Become a Top 5 Sonic Franchisee



THE COMPANY

Pacific Drive-Ins is a multi-unit franchisee of Sonic Drive-In restaurants.

INDUSTRY

Quick-service restaurant

LOCATIONS

15 Stores

REGION

California

After years of success as a regional Sonic franchisee, Pacific Drive-Ins was awarded additional development territories to accelerate their growth and revenue opportunities.

But with more locations, it was becoming harder to know what work was or wasn't being done in stores every day. Management felt further away from the day-to-day of each store and worried about the quality of work being done. Pacific Drive-Ins needed a technology that could keep up with the everyday challenges of their fast-paced environment and improve accountability across the organization. They turned to Zenput's Operations Execution platform solution to reach the next level of success.

Results



Meaningful improvement in food safety audit results

\$1,500-\$2,000




Saved per month in shipping documents to locations

FROM #11 TO #4 RATED SONIC FRANCHISEE Improved brand-wide ranking to Top 5 in their peer group

When opening more locations as a multi-unit franchisee, you hit a point where you just don't have the capacity to manage each store as closely as you'd like to. We saw Zenput as the system that would help us scale further and feel confident that each store was being run properly.

The Challenge

Before Zenput, critical procedures and policies were communicated via pen-and-paper forms that were delivered to locations using a costly courier service. Pacific Drive-Ins had limited oversight into the audits distributed to Regional Partners. General Managers communicated their concerns during meetings, but the operations team lacked a centralized system to enforce deadlines, issue follow-ups, and resolve problems.

-  Because of high employee turnover, it was difficult to retain properly trained employees capable of consistently executing critical operating procedures.
-  The company lacked visibility into key areas of their business such as the status and frequency of maintenance requests, waste logs, and more.
-  Without real-time visibility into what was happening at the stores, the team struggled to resolve issues quickly.

The Solution

Before Zenput, there was limited visibility into how often store audits were completed by Regional Partners.

Now that the auditing process is assigned and streamlined on a mobile device, Regional Partners and store managers complete audits consistently and on time.



Once the audit forms are submitted, management receives an email with the results and follow-up tasks are automatically assigned, notifying employees of any issues that may have been uncovered. Greater oversight of this process has resulted in dramatically improved food safety audit scores.



Pacific Drive-Ins celebrated its first **100% score on a food safety audit**, the first such score recorded across all 3,500 Sonic locations in 7 years.



Scheduling regular maintenance and cleanliness checks has made managers more proactive and less reactive. Staying ahead of problems before they occur has improved the customer experience.

We wanted to build sales and repeat visits, and Zenput's solution helped us accomplish that. Our performance indicators are up across the board, and 2019 was our greatest year in sales in our company history. Zenput has been a driver of this success.

JEFFREY GELWIX, PRESIDENT

Pacific Drive-Ins has extensively measured operational improvements thanks to their baseline Balance Score Card developed by Sonic's corporate team. According to the results, they are now a Top 5 Sonic franchisee in their peer group after improving their ranking from No. 11 out of 56 to No. 4. Overall satisfaction and staff friendliness are up, and critically late tickets and complaints per 10,000 tickets are down. The management team credits Zenput's simple, streamlined platform for helping the company reach its next level of success.



After comparing platforms, we chose Zenput because it made it incredibly simple for employees to see what work needs to be performed when, and did a great job of holding them accountable for doing it right and on time. It simplifies and streamlines these tasks, which makes our managers' lives easier and frees them to focus on improving the customer experience.

STEPHANIE BECVAR, TRAINING AND DEVELOPMENT SPECIALIST

For more information, visit zenput.com. For specific questions, please reach out to hello@zenput.com.

Zenput.

www.zenput.com

hello@zenput.com

(800) 537-0227

Zenput is how top operators elevate team execution in every store. Restaurant, retail, and other multi-unit operators such as Chipotle, Domino's, and 7-Eleven use the platform to automate how operating procedures, public health and food safety protocols, and other key initiatives are rolled out and enforced. Supporting 50,000 locations in over 40 countries, Zenput turns strategy into action faster and equips teams to deliver on it. For more information, visit zenput.com.