IHOP + **Zenput.**

IHOP Franchisee's Store Managers Quickly Adopt Zenput to Improve Operations

🏢 River Road Restaurants (Franchisee)

🍽 Full-Service Restaurant 📍 13+ locations: U.S. Midwest

IHOP is an American icon with a 60+ year heritage of serving guests a variety of breakfast, lunch, and dinner favorites. As a growing IHOP franchisee that prides itself on promoting from within and offering competitive management career opportunities, River Road Restaurants was looking for a way to help leadership problem-solve across locations, identify strategic priorities, and communicate more effectively.

AT A GLANCE

Results

- Only one day to launch
- Improved productivity
- Insights for leadership

Challenges

- Disparate communication
- Consistency and preparedness
- Managing tasks and goals

Solutions

- One platform for all operations work
- Routine daily tasks and follow-ups
- Data and reporting for leadership
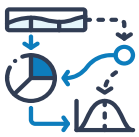
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RESULTS

Only one day to launch in stores

Store managers were completing work and using Zenput effectively within 24 hours

Improved staff productivity

Store managers and their staff had more clarity about what work to complete, when, and how to do it right

New insights for leadership

Leadership can better analyze store performance to identify strong performers, uncover potential areas for improvement, and make action plans as needed

"Zenput has truly made my job easier. As a general manager, it was easy to pick up on and not hard to understand. It shows me key areas I need my team to focus on, and I've easily taught other managers how to use it too."

Stephanie Sipes, General Manager,
River Road Restaurants (IHOP Franchisee)

"With very minimal training we saw results instantly. There are so many positives that it erases the little bit of money that we spend each month. The ability to be able to communicate with each other and solve each other's problems has been our biggest gain."

Stephanie Miserendino, Director of Training and HR,
River Road Restaurants (IHOP Franchisee)

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CHALLENGE

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Getting managers to adopt new technology in each store can make or break the success of any new initiative. As it continued to expand, River Road Restaurants wanted an operations-focused solution that could be easily implemented and adopted across all locations, while also solving key operational challenges, including:

⊗ Communication

- Missing critical messages due to disparate methods of communication
- Lack of visibility and transparency led to driving a lot of mileage between locations, making it impossible to visit many in one day or even one week

⊗ Consistency

- Struggling to ensure teams were set up, ready to start a shift and take on big rushes trouble with having guest contact areas (like restrooms and parking lots) be ready and presentable for inspectors or customers

⊗ Efficiency

- Falling behind schedule to perform safety walkthroughs, sometimes resulting in violations
- Difficulty hitting and tracking time-bound goals

SOLUTION

One Platform For All Operations Work

River Road problem-solves across locations, identifies strategic priorities, and communicates more effectively, all within one platform. Zenput is also used to deploy new processes and share important updates with all stores, which is especially helpful as COVID-19 protocols continue to change.
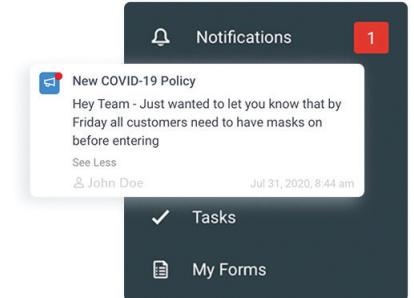

Daily Tasks and Follow-Ups for Stores

At the beginning of every shift, using Zenput is required as part of the routine for all stores in the organization. Zenput is used daily for safety audits, time and temperature walk-throughs, district manager evaluations, IT maintenance tickets, HR reviews, and training assessments.
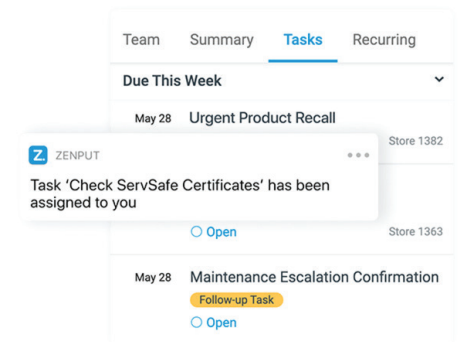
Reports and Insights for Leadership

All levels of leadership are able to log in and see snapshots of the day at each store, including financials, temperatures, cleanliness, guest focus areas, and uniforms, even when not physically present in stores. Via easily shareable reports, all levels of management and ownership can see which stores are hitting their deadlines, allowing them to easily identify trends and prioritize focus.
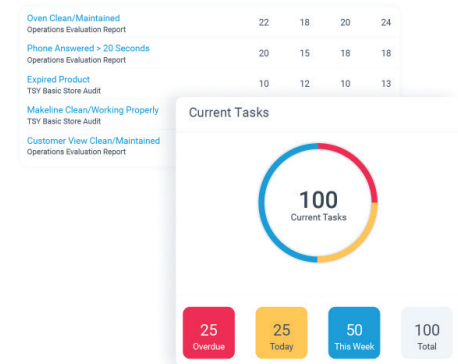
River Road continues to expand its use of Zenput in other areas of the organization and in ways that will help their stores be successful.

For more information, visit **zenput.com** or reach out to **hello@zenput.com**