

A Major Buffalo Wild Wings Franchisee Uses Zenput to Achieve Next-Level Accountability and Brand Consistency



THE COMPANY

Diversified Restaurant Holdings Inc. (DRH) is one of the largest franchisees for Buffalo Wild Wings (BWW) in the U.S. DRH operates 64 BWW restaurants in key urban and suburban markets in Florida, Illinois, Indiana, Michigan and Missouri.

INDUSTRY

Fast-casual restaurant

STORES

64 Restaurants

REGION

Midwest and Southeast U.S.

Diversified Restaurants Holdings' (DRH) brand mission is "to wow people every day" by striving to be guest-driven, team-focused, community-connected, and dedicated to excellence in customer service.

Results



5%+ Increase in QSC Scores

The use of Zenput has helped drive a 5%+ increase in Quality Service & Cleanliness (QSC) scores.



Greater Consistency

All core operating procedures like daily routines, cleanliness, and food safety, are completed by every store, ensuring consistency across the organization.



New Performance Insights

Managers and Home Office get visibility into how their stores and employees are performing on critical areas and know where to focus their attention.



More Accountability

Management can ensure accountability by tracking the execution of tasks, gathering photographic evidence, and automated follow-ups when issues arise.

Our under-performing stores were an area we wanted to focus on. We chose Zenput to help us pinpoint those locations and understand what's going on in those stores.

— MARK ANSLEY, DIRECTOR OF GUEST EXPERIENCE

Challenge

While DRH's brand objectives were clear prior to Zenput, consistency was lacking. As the company grew, management experienced difficulties and frustrations in maintaining a consistent customer experience across all locations.

At the root of DRH's problems was an outdated manual system that made employee and operational accountability nearly impossible to manage. DRH was reliant on paper checklists rife with inconsistencies.



The paper system offered no information about task completion, no actionable insights, and no way to follow up on critical problems. DRH needed a better solution that could keep up with the demands of a fast-paced work environment.

THE OLD WAY

District managers would print out paper forms, and post them on clipboards at the back of the house.



The forms would often get pushed aside, and forgotten about over the course of the day.



At the end of the day, forms were scanned into the computer, and the file was sent to regional managers.



Time-strapped regional managers were inconsistent in following up, and pencil-whipped without actually gleaning insights. Unfortunately, this included potential issues in food safety.



Problems such as broken equipment would be communicated via email, creating a possible lag in response time.

Across the 64 restaurants, we started noticing inconsistencies from restaurant to restaurant and region to region. We became more frustrated and realized we had a bigger issue we needed to solve. We needed to have more accountability in our systems. That's when we looked into Zenput.



MARK ANSLEY

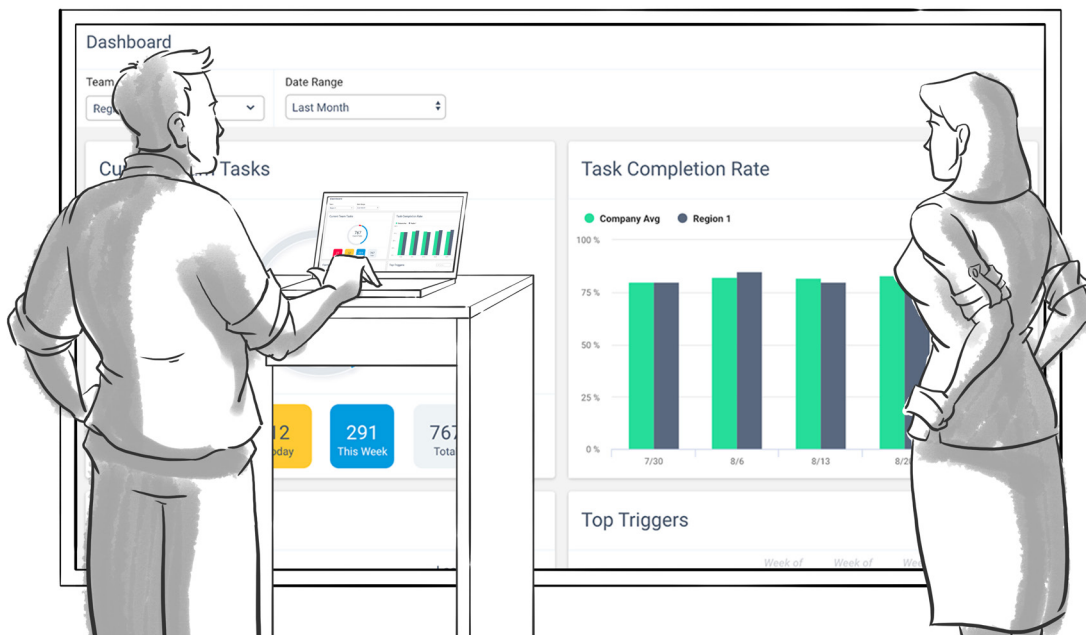
DIRECTOR OF GUEST EXPERIENCE,
DIVERSIFIED RESTAURANT HOLDINGS, INC.

Solution

When DRH began its search for digital solutions for these problems, Zenput quickly stood out as a viable tool for their team because of its mobile-first, easy to use platform.

Immediately, DRH used Zenput's mobile forms to build custom audits to verify that essential tasks were being completed throughout the day. This included front-of-house routines for opening and closing, as well as floor and restroom cleaning throughout the day. Food safety checklists were a critical process that went digital, and food and refrigeration temperatures were now regularly documented.

With Zenput, managers no longer have to weed through paper forms for actionable insights. They can readily see areas of need and assign tasks for follow-up, which helps them to manage operations over shift changes.



I would describe Zenput in two words: organization and accountability. It helps us keep all 64 restaurants on the same page. If we can keep them organized and accountable on our systems, it's going to improve operations



MARK ANSLEY

DIRECTOR OF GUEST EXPERIENCE,
DIVERSIFIED RESTAURANT HOLDINGS, INC.

By using Zenput on their mobile devices, DRH managers are notified in real-time of potential risks, including food safety, as well as issues that can affect store profitability, like broken equipment. Zenput also enables store managers to take photos that verify store conditions. Regional managers can assign follow-up tasks from these notifications and track progress to make sure the task is resolved.

The guest experience team has also been using Zenput to correlate audit scores from Zenput to restaurant reviews left on popular websites such as Google and Yelp. These insights are helping to provide a more detailed picture of operations, identify areas of improvement, and ultimately improve the guest experience at restaurants.

MEASUREABLE IMPROVEMENTS

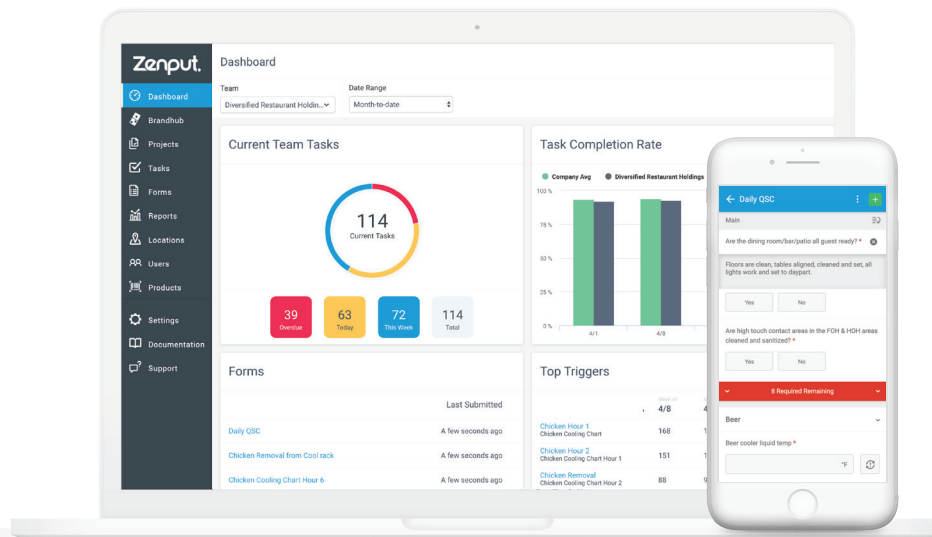
Since implementing Zenput, DRH has noticed an improvement in:



EcoSure food safety and accountability checks by independent evaluator Ecolab.



5%+ increase in internal Quality, Service, & Cleanliness (QSC) scores.



For more information about Zenput, visit zenput.com

For specific questions, please reach out to us at hello@zenput.com

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Zenput is how top operators elevate team execution in every store. Restaurant, retail, and other multi-unit operators use the platform to automate how operating procedures and key initiatives are rolled-out and enforced. Supporting 40,000 locations in over 35 countries, Zenput makes every field and store employee more productive and better equipped to do their jobs well.