

RPM Pizza Creates a Consistent Customer Experience Across Locations With Zenput



THE COMPANY

With over 180 locations and 3,800 team members, RPM Pizza is the largest Domino's franchisee in the United States. From its founding in 1981, RPM has been delivering freshly prepared pizza at affordable prices to its customers in five states.

INDUSTRY

Quick Service Restaurant

STORES / EMPLOYEES

180+ Locations / 3,800+ Employees

REGION

Midwest and Southeast US

Upholding the image of a world-renowned brand like Domino's is tough work. Not surprisingly, the largest US Domino's franchisee, RPM Pizza, knows this all too well.

Before Zenput, RPM Pizza used paper checklists and audits to facilitate adherence to critical operating procedures like food safety, cleanliness, and marketing program compliance. This outdated system challenged RPM's ability to create a consistent customer experience at scale.

Gaining insights and accountability with Zenput, RPM Pizza delivers more consistent experiences and successfully lives up to Domino's world-renowned brand promise.

Results



21%

**INCREASE IN
4 & 5 STAR VISITS**



32%

**DECREASE IN
REPEAT VIOLATIONS**



2.9

**POINTS INCREASE
IN OER SCORES**



We either didn't know what was going on at our stores, or only found out about issues days or weeks after they happened—it was affecting our customer's experience.

JOHN RICHARDS, COO, RPM PIZZA

Challenge

To create great customer experiences at each of their locations, RPM's HQ and District Managers had to have clear insight into their store operations and the ability to improve when something was falling short.

But with a manual, paper process of managing their operating procedures, they had to collect the paper forms, manually aggregate all of the information, and sift through data to identify and resolve problems at their stores. Not only did this drawn-out process take days or weeks, but RPM's managers and admins didn't always have time to sort through the stacks of paper, meaning that potential issues or incomplete work would often go unnoticed. For problems that were noticed, management would use text messages to communicate with their field teams, which, at large scale, was almost impossible to track.

As a result, customers visiting RPM's stores weren't getting a consistent experience. RPM needed a better solution.

Over 70% of restaurant operators reported that a primary hurdle to consistent customer experiences is stores not correctly following operational procedures.

Zenput Industry Research Survey,
September 2018.

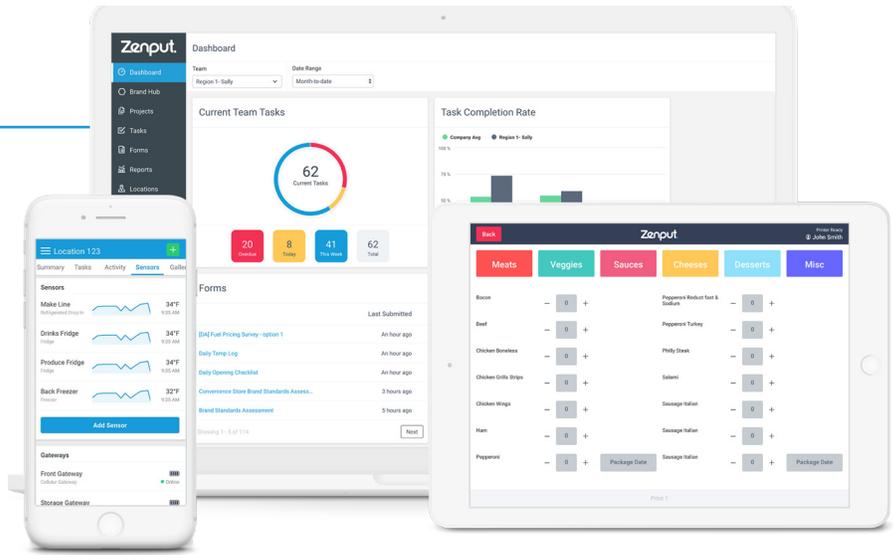


Now, it's easy for our management and district managers to go on their mobile devices or computers and check on the progress and performance of their stores. Within seconds, they can find out which stores completed their tasks, which didn't, and how they performed. Our managers can ensure that their stores are where they should be.

JOHN RICHARDS, COO, RPM PIZZA

Solution

RPM Pizza didn't just want to put their existing processes on a mobile device. They wanted the ability to schedule work, automatically communicate and resolve issues at their stores, track the work to get insights, and make data-based decisions based on what's happening at the stores. That's when they found Zenput.



With Zenput, RPM Pizza assigns audits, forms, and tasks; tracks execution and performance; and uncovers trends and opportunities for improvement at their stores. District managers and upper management get real-time insights on what's happening at their stores and detailed reports on historical trends. With those insights, Zenput helps RPM Pizza maintain employee accountability, ensure a consistent customer experience, safeguard Domino's brand image, and improve their bottom line, more efficiently than ever before.

We're able to do our jobs better, so our stores look better, and our food tastes better. We're seeing scores across the board going up. Because of this, our customers are having better and more consistent experiences at our stores. And that's what it's all about.

JOHN RICHARDS, COO, RPM PIZZA



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Crunchtime is how the world's top restaurant brands achieve ops excellence in every location. Our software, which now includes Zenput, is used in over 100,000 locations in 100+ countries to manage inventory, staff scheduling, learning and development, food safety, operational tasks and audits. For more information visit crunchtime.com