

# Hardee's Franchisee Uses Zenput to Improve Efficiencies Across the Organization



## THE COMPANY

Phase Three Brands was founded in 2013 and operates 83 locations in Georgia, Alabama, and Florida.

## INDUSTRY

Quick-service restaurant

## STORE COUNT

84 total  
83 Hardee's + 1 Wingstop

## REGION

U.S. Southeast



Phase Three Brands is a best-in-class restaurant operator with a mission to provide great food with stellar service and facilities. The company aims to implement rigorous processes to deliver its promise and puts much emphasis on employee training. Always striving to be better, Phase Three recognized that some of their key processes in operational execution could be improved, including time management, communication between team members, and follow-up/accountability.

## Results



### Time Efficiency

Eliminated at least 1.5 hours of administrative work each day for each district manager



### Communication

Improved accountability among team members to close the loop on tasks



### Context

Provided historical documentation for issues affecting stores across the network

"Zenput provided a more organized, detailed way to do checklists & evaluations, and to communicate and keep information stored. It helped streamline processes that were manual or cumbersome and made them a lot easier."

**PETE BEDZYK, COO**

## Challenge

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The bustling environment of a quick-service restaurant is not conducive to handwritten evaluations. Phase Three Brands was well aware of the pitfalls, including:

- ❌ Wasted time spent filling out evaluations on paper at the store and then typing that info into a computer.
- ❌ Valuable time taken away from in-store interaction and team member training
- ❌ No easy way to make changes to forms
- ❌ Inability to follow up and hold team members accountable for assigned tasks

These problems were amplified in late 2018 when the company nearly doubled its footprint with the acquisition of 38 restaurants. Phase Three's management team knew that they needed a better way to manage their operations.

Anytime you can streamline a District Manager's administrative load, they can redirect their focus back to what's most important—observing and coaching to improve the operations of a restaurant. In turn, that helps improve the guest experience.



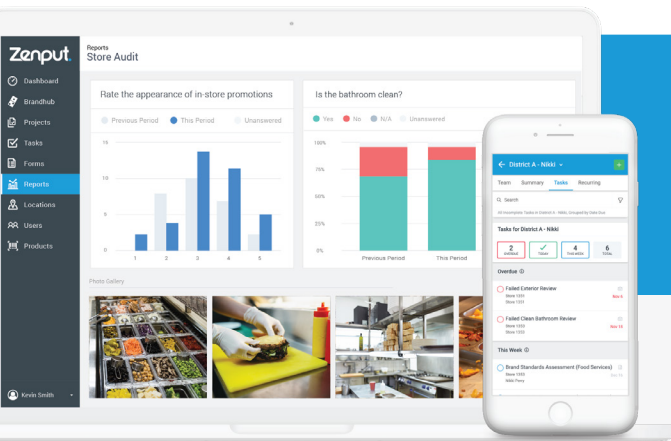
MARIA O'BRIEN,  
SENIOR DIRECTOR OF TRAINING  
AND SPECIAL PROJECTS

## Solution

When Phase Three initially implemented Zenput, the management team intended to use it for two types of evaluations completed by DMs: operational “quick checks,” which focused on speed of service and quality of food, and “unit checks”, which included a deeper dive into cleanliness and procedures. However, as the team became more familiar with Zenput’s nimble and customizable platform, their use expanded into different areas of the business, including:

<p><b>Audits</b></p>	<p><b>Safe and Cashflow</b></p>	<p><b>Facility</b></p>	<p><b>Safety</b></p>
<p>Auditing the guest experience at the point of sale</p>	<p>CFO's report that helps balance the sheet and accounts for cash on hand</p>	<p>Inventories all kitchen equipment and helps plan for capital expenditures</p>	<p>Ensures that restaurants are secure environments for guests and employees</p>

Overall, Zenput has helped Phase Three improve operations in a way that’s more time-efficient, communicative and accountable. The company’s senior management now has historical context on both isolated incidents and issues that affect multiple stores, helping them to better understand the organization and how to raise the bar.



Zenput has become an integral part of what the team uses to manage our business.

PETE BEDZYK, COO

For more information, visit [zenput.com](http://zenput.com). For specific questions, please reach out to [hello@zenput.com](mailto:hello@zenput.com).

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[www.zenput.com](http://www.zenput.com)  
[hello@zenput.com](mailto:hello@zenput.com)  
 (800) 537-0227

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.