

Timewise Has Consolidated Its Operational Procedures Into Zenput, Helping Create Consistency Throughout the Entire Company



THE COMPANY

Timewise is a convenience store operator and leading wholesale petroleum distributor. Founded in 1982 with one location in Hempstead, Texas, Timewise now operates over 200 convenience stores in Texas under various major fuel brands.

INDUSTRY

Convenience Stores

STORES / EMPLOYEES

220 Locations

REGION

Houston, San Antonio, Austin and Laredo Areas

With over 37 years in the industry, Timewise understands the ins and outs of running a large convenience store operation. Management knows that success hinges on delivering a great customer experience in every store. That's why Timewise uses Zenput to centralize all of its operational procedures, allowing them to refocus Managers' time on more important duties like training and customer interaction, driving consistent execution of tasks, and getting deeper insights into their operations.

Zenput has totally changed how we run our business. We've gotten many of our different departments involved in it too, so this has become a central platform for operating our stores.

— GARY RASMUSSEN, DIRECTOR OF TRAINING

Results

With Zenput, Timewise has seen:



Managers saving time on manual administrative tasks, so they have time to focus on training employees and ensuring customers are having a great experience.



Real-time insight into how employees are performing on the Cashier Basic Training (CBT) evaluations.



A central place to manage the execution of brand standards, store cleanliness, marketing and promotions, gas price changes, onboarding, and incident management.

Challenge

Like most operators, Timewise used a disconnected system of paper forms and checklists, phone calls, emails, and texts to communicate out all the work that needed to be done and follow-up on issues that would arise. But managing these processes for hundreds of stores was difficult. To get any task done, Timewise had to send out an email, call Store and Territory Managers to make sure important work was being completed, compile forms from the stores, and dig out the important information.

This process posed big challenges for Gary, the Director of Training, who oversees the training of all employees.

EXAMPLE

Before Zenput, Timewise employees completed their Cashier Basic Training (CBT) evaluations on paper and training management relied on emails, phone calls, and text messages to check in on how cashiers were performing. From filling out the CBT to scanning it and sending it in, it took almost 3 weeks for Gary and his team to access the checklist.

THE OLD WAY

- ⊗ Didn't have a way to ensure employees were completing important tasks.
- ⊗ Found that requests and issues from stores were falling through the cracks.
- ⊗ Procedures across departments were not centralized, so getting a holistic picture of Timewise's operations was difficult.
- ⊗ Experienced long waits to get important information from stores, such as how they were performing on audits, documentation about issues, etc.

EXAMPLE

When Timewise needed to execute an urgent price change, they had no fast way of communicating the change to all of their stores and getting confirmation that the changes were completed in a timely manner. This shortcoming hindered their ability to create consistency across all of their locations. These frustrations led Timewise to look for a better solution.

Zenput has totally changed how we do our new associate training. It allows me to keep relevant materials relevant, and monitor the training and how it's happening.

GARY RASMUSSEN
DIRECTOR OF TRAINING

Solution

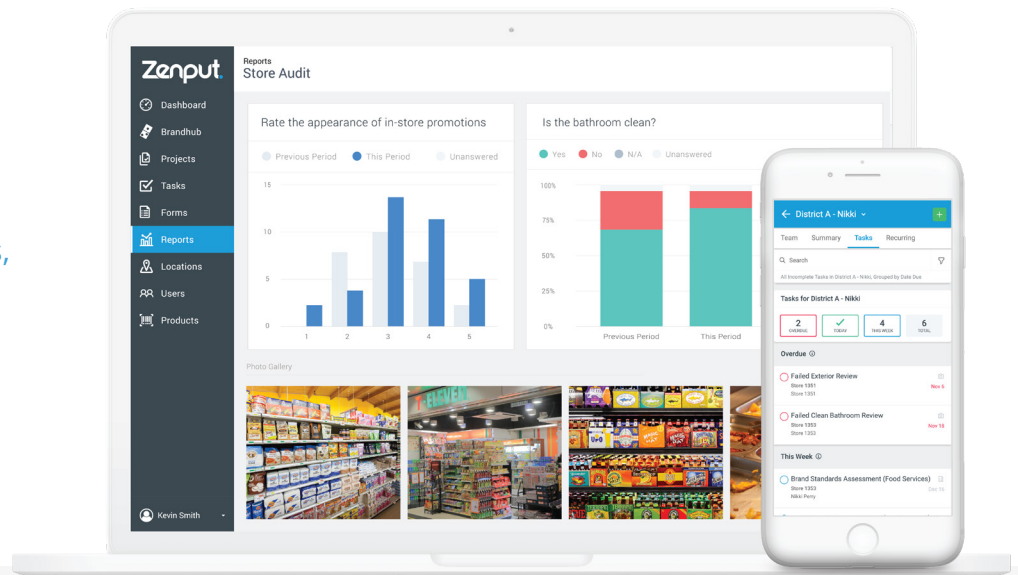
With Zenput, Timewise can:

- Communicate scheduled and time-sensitive tasks to stores, automate follow up tasks and alerts so managers are always aware of serious issues that may affect customers' experience, and get confirmation in real-time that tasks were correctly completed.
- Get insights into Timewise's performance on key measures, uncover frequent issues, and make more informed operational decisions by identifying trends and analyzing employee, store, and team performance.
- A central place to manage the execution of brand standards, store cleanliness, marketing and promotions, gas price changes, onboarding, and incident management.

EXAMPLE

When a broken light is discovered on a routine audit, the store's maintenance team and store Manager are instantly notified of the issue on their mobile device.

With all of these insights, Timewise is confident that they're staying on top of their operational procedures, executing on their strategies, and creating great customer experiences at every one of their stores.



For more information about Zenput, visit zenput.com

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

Zenput.

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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.