

Streamlined Restaurant Operations and Improved Store Productivity



THE COMPANY

Hishmeh Enterprises is a family-owned Domino's franchise, which owns and operates stores in Arizona and California. The company, which consists of approximately 2,000 employees, is the fifth largest operator of Domino's in the company and has received multiple awards for its business achievements from local Chamber of Commerce.

INDUSTRY

Pizza Delivery

STORES / EMPLOYEES

85 Stores / 2,000+ Employees

REGION

Southwestern United States

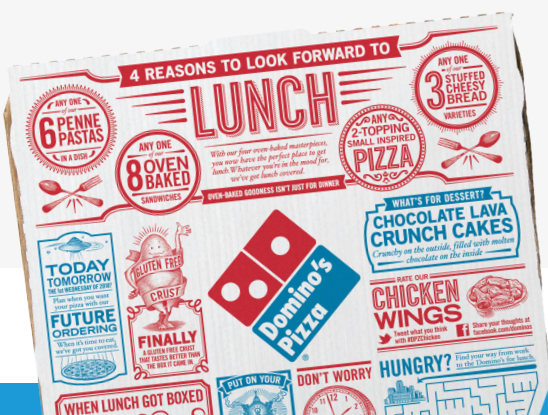
THE CHALLENGE

Manual reports were inefficient, complicated for expanding franchise

For more than two decades, Hishmeh Enterprises has owned and operated Domino's locations in Arizona and California. Customers rely on the family-owned business for fast, reliable service, but as the company expanded its locations and sales territories, manually tracking critical tasks became problematic.

Store owners and managers primarily used texting, email and written communications to share updates such as supply and maintenance requests, store visits, evaluation reports and quarterly driver inspections. The process was inefficient and subject to errors, and the team began searching for a solution to help simplify paperwork, update operation teams and complete forms online.

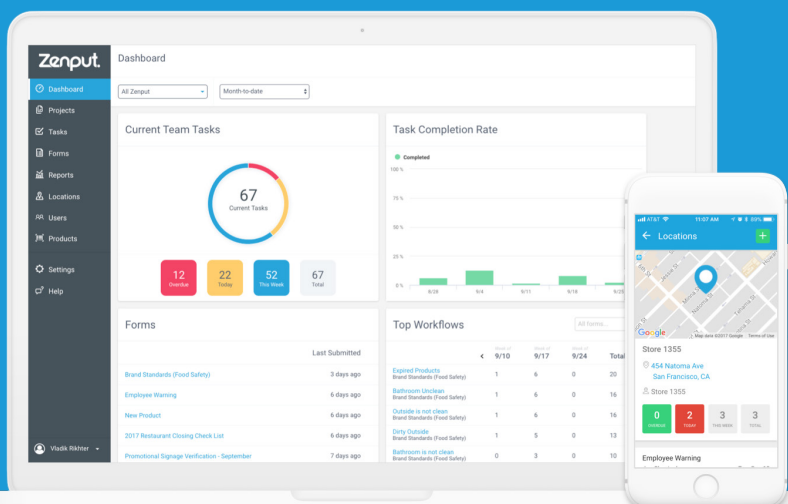
"Previously, we'd roll out a new promotion and share directions with store supervisors," said Bashar Bawab, director of operations at Hishmeh Enterprises. "Supervisors would tell us everything was done, but days later, we'd visit a store and learn the correct marketing materials weren't being displayed. We'd call the supervisor and schedule another visit to confirm that the promotion was underway – we knew there had to be a way to streamline this process."



THE SOLUTION

Domino's goes mobile with Zenput

Bawab began work on a mobile app that could achieve his team's goal of going paperless. When his research led him to Zenput and he deployed the mobile app among select stores in the Los Angeles region, he knew he'd found his ideal solution. Zenput provides complete visibility into operations across franchise locations, giving supervisors and executives the ability to instantly assign and manage tasks, track requests and confirm their completion, and analyze report logistics for a better understanding of employee and store productivity. The application has also improved relationships between stores and vendors, eliminating issues such as misplaced or delayed deliveries and maintenance requests.



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BASHAR BAWAB, DIR OF OPERATIONS

THE RESULTS

Streamlined operations, empowers employees, improves bottom lines

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Moving forward, Hishmeh Enterprises plans to expand Zenput's use for additional functions in house. By introducing widespread use and data, the team will be able to extract powerful new insights from Zenput and implement changes on a regional level. Hishmeh Enterprises also hopes to use Zenput to expand and improve the employee training process.

While some employees initially expressed resistance to changing their operational processes, after becoming familiar with Zenput, multiple team members thanked Bawab and the executive team for introducing the software. Zenput helped employees feel more alert and organized about their daily tasks, as well as their position within the company. "Employees can go back and review previous reports to gain a clear perspective about their progress and growth opportunities," said Bawab. "With insights from Zenput, they can build a timeline for their work and become more productive. Zenput will be huge for the restaurant industry."



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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.