# Zenput.

Zenput Brand Standards

Ensure quality work across every location

Enforcing Brand Standards is Hard

Rolling out brand standards is all about building and maintaining trust with your customers—ensuring that with a visit to any location, the experience, quality, cleanliness and more will be something they know and love. For operators, the challenge comes with delivering on that trust consistently.

While 70 percent of operators agree that following operating procedures is key to creating those consistent customer experiences, only 20 percent find their stores' compliance of operating procedures to be "very effective." This is an execution problem.
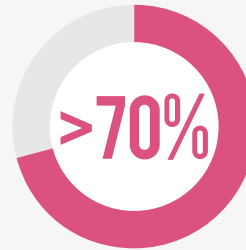
>70% of operators say that following operating procedures is the main hurdle to consistent customer experiences
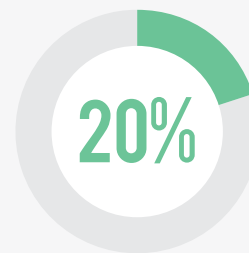
20% operators graded store compliance of operating procedures as "very effective"
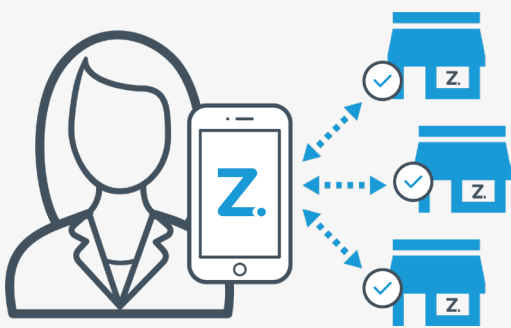
The Path to Consistent Customer Experiences: Visibility and Accountability

By empowering managers and employees to automate and execute quality work at the store level, more than **95 percent of Zenput customers report improved visibility** into store compliance of operating procedures, brand standards, and key initiatives.

> 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 | **DRH** diversifiedrestaurantholdingsinc.

How It Works

From operations leaders to store-level staff, here's how customers use Zenput to more effectively rollout, track, and enforce brand standards:

With daily checklists completed on the mobile app, management has real-time visibility into completion rates and submission data across all stores.

✓ Automatically assign recurring and ad-hoc work to any field or store level employee

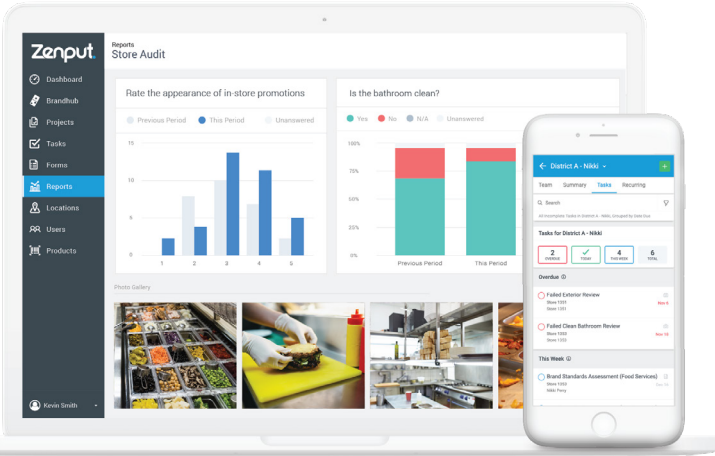✓ Stay up to date on progress, task, completion rates, and get alerted to critical issues

✓ Empower staff to easily send reports and photos through any mobile device

✓ Enable stores to conduct self-assessments to prep in advance of an audit

✓ Identify top and underperforming locations for recognition and learning opportunities

Part of The Zenput Operations Execution Platform

Zenput Brand Standards is a core part of Zenput's Operations Execution platform which enables operators to more effectively roll-out, track and enforce compliance with operating procedures, food safety protocols, marketing promotions, and more.

SOLUTIONS

Brand Standards

Ensure a consistent customer experience

Food Safety

Drive compliance to steer clear of incidents

Marketing & Merchandising

Improve marketing execution and results

Other Key Processes

Support all processes key to running your operation

Task Management

Prompt the right actions every day

Incident Management & Mitigation

Empower your employees to take action

Audits & Corrective Action

Know what's happening in every store

Operational Intelligence

Explore trends, identify issues and opportunities

CAPABILITIES

For more information   •   www.zenput.com   •   hello@zenput.com   •   1 (800) 537-0227