



Case Study 3:

5-Location Restaurant Franchise Chain:

Client Overview:

- **Industry:** Restaurant Franchise
- **Annual Gross Profit:** Part of a \$100M+ Parent Company
- **Location:** United States

The Challenge:

This multi-location restaurant franchise faced significant operational inefficiencies and high staffing costs, negatively impacting profit margins. Without standardized processes, workflows varied across locations, leading to inconsistent service quality and higher labor costs.

Additionally, while functional, the franchise's loyalty program was underutilized by staff and customers alike. Staff struggled to consistently promote the program, and as a result, customer engagement was stagnant. This missed opportunity limited the franchise's ability to drive repeat business and boost revenue through loyal patrons.

The Solution:

We focused on improving operational efficiency and revamping how the loyalty program was presented and sold, without making technical changes to the program itself.

1. **Staffing Optimization**
 - Conducted an in-depth workflow audit to identify tasks that could be streamlined or consolidated.
 - Developed Standard Operating Procedures (SOPs) to align processes across all locations, ensuring consistent service quality.
 - Introduced role-specific checklists to clarify responsibilities and eliminate redundancy, enabling a 25% reduction in staffing while maintaining service standards.
2. **Loyalty Program Enhancement**
 - Designed clear and actionable SOPs specifically for promoting the loyalty program at every point of interaction with customers.
 - Delivered in-depth training sessions for staff to build confidence in presenting the program and communicating its value to guests.

- Implemented optional sales scripts and prompts to guide staff in naturally integrating loyalty program promotion into conversations.
- 3. **Regional Training and Support**
 - Conducted hands-on training workshops for store managers to ensure the new procedures were implemented effectively across all locations.
 - Created a replicable training framework for ongoing team development, making it easier to onboard new hires and maintain consistent program promotion.

The Results:

The operational and training improvements delivered significant, measurable benefits:

- **\$100,000+ Annual Savings**
By standardizing workflows and reducing inefficiencies, the franchise achieved a 25% reduction in staffing needs, cutting costs without compromising service quality.
- **Increased Loyalty Program Engagement**
 - Over 7,200 new loyalty members were added in the first year, driven by improved promotion and staff training.
 - Program enrollment rates increased by 35%, with staff more consistently communicating the program's value to guests.
 - Repeat business surged, as loyalty members became frequent customers, increasing their average monthly visits.
- **Top Regional Performance**
The franchise climbed to the #1 ranking in its region for operational success and customer satisfaction, setting a benchmark for other locations within the parent company's network.

Key Deliverables:

- **Customized SOPs:** Comprehensive procedures for staffing optimization and loyalty program promotion.
- **Training Framework:** Tools and resources for training managers and staff on operational excellence and effective program promotion.
- **Sales Guidance:** Optional scripts and examples to support staff in selling the loyalty program more confidently and effectively