QSR gets in sync on wooqer

9500 active processes created by 150,000 daily users across 40000 stores

QSR gets in sync on wooqer

How Wooqer helps

- Wooqer creates real-time accountability across all levels

- Enables transformation of brand's strategy into seamless and consistent execution in all restaurants

- Allows you to communicate, monitor and lead all of your restaurants across multiple geographies simultaneously

- Simplifies business priorities and enables faster and easier communication

- Wooqer creates an "Effort Shift" which reduces time spent on tasks and more time with guests

- Wooqer can be implemented in as little as 10 days

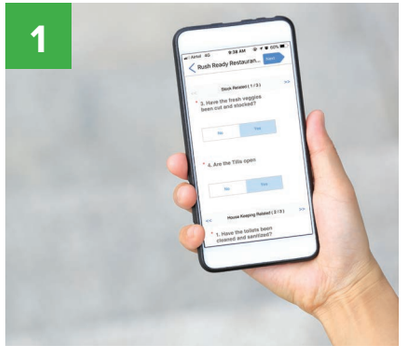
1 Keeping Restaurants Rush Ready, Everyday

Keeping restaurant rush ready, everyday

Create any flow to build checklists, audits and reports. Improve restaurant efficiency and predictablity of excellent restaurant condition.

Sample process flow. Create your own.

1



Operations leadership creates or refreshes training

2

Daily SMS/Email reminder goes to the Restaurant General Manager (RGM) at a pre –defined time

3

RGM fills the yes/no (rush ready) check list for his/her restaurant

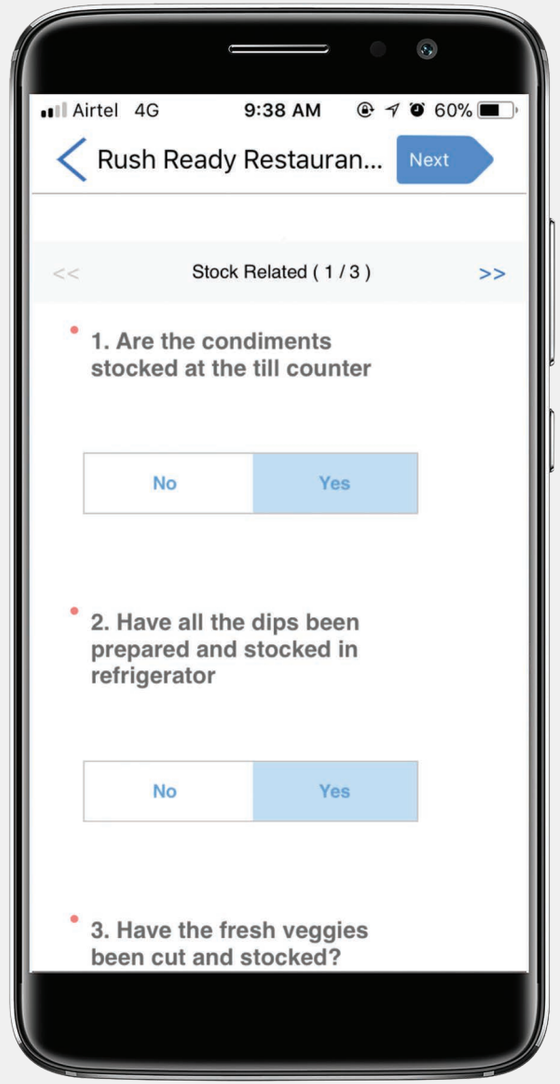
4

At the cut-off time, operations leadership get the readiness status report of all the restaurants

Benefits

- **Track which team members have completed training. Remind those that have not**
- **Ensure service goals are met**
- **Consistent guest service experience during peak hours**
- **Managers remain focused on flawless operational execution**
- **Great execution leads to lower service times and higher guest satisfaction**
- **Better operations + great service = incremental sales**
- **Track compliance across all restaurants**

Sample processes you could build on wooqer



2

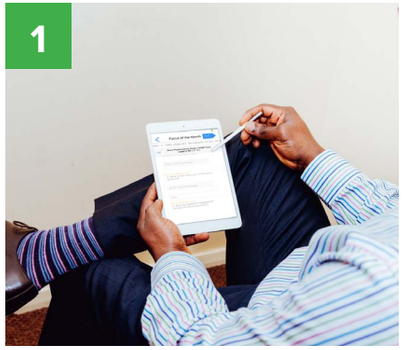
Promotional Campaigns

Promotional campaigns

Create, execute, manage and track promotions more efficiently and effectively.

Sample process flow. Create your own.

1



Marketing lead defines the focus product for suggestive sell for the month

2

Contest parameters roll out to Restaurant General Manager (RGMs)

Benefits

- **Make training for suggestive selling easy**
- **100% execution of restaurant promotions: marketing, ops, training**
- **Keep teams focused and motivated with updates and leaderboards**
- **Restaurant level accountability for execution**

3

RGMs share daily product numbers as per the contest parameters

4

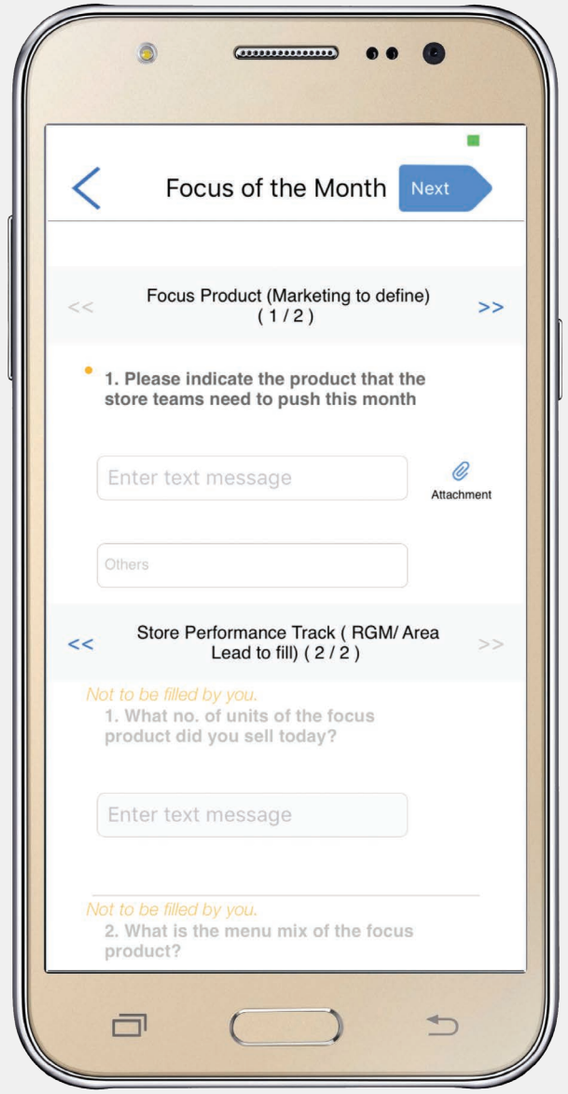
Compiled numbers and daily leader board visible to the Restaurant Support Center (RSC) team and RGMs

5

Contest closes end of the month with winner details shared with all

Sample processes you could build on wooqer

Data collection process



3

New Product Launch: Flawless Execution

New product launch: Flawless execution

Manage and track new product launches while building brand consistency across all units.

Sample process flow. Create your own.

New Product Development (NPD) training leader defines the launch check-list (ingredients, smallwares, equipments, marketing)

Restaurants update the respective checklist

Launch checklist and priorities visible to key team members

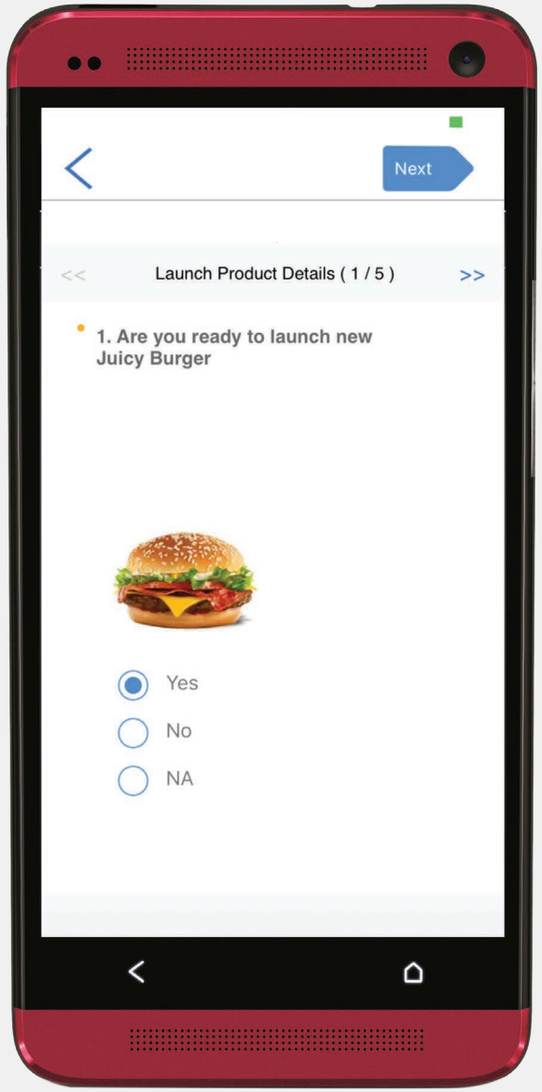
Reminder to the NPD / Training leader for critical elements

Process closed by leader once all restaurants are ready to launch

Benefits

- **Work cross functionally with ease**
- **100% execution of operations, training, supply and marketing**
- **Consistent brand experience across all restaurants**
- **Brand readiness + execution = sales growth**
- **Restaurant level accountability for execution of launch**
- **POP execution improves. GM is uploads completed task for real-time review**

Sample processes you could build on wooqer



4

Restaurant Visit/ Audit Process

Restaurant visit/Audit process

Build processes to automate feedback collection and know exactly when and where the visit took place.

Sample process flow. Create your own.

1

Restaurant visit checklist defined by Ops leader

2

Using the Wooqer moblie app, Restaurant Support Center (RSC) or field operations teams follow and fill out the audit checklist during restaurant visits.

3

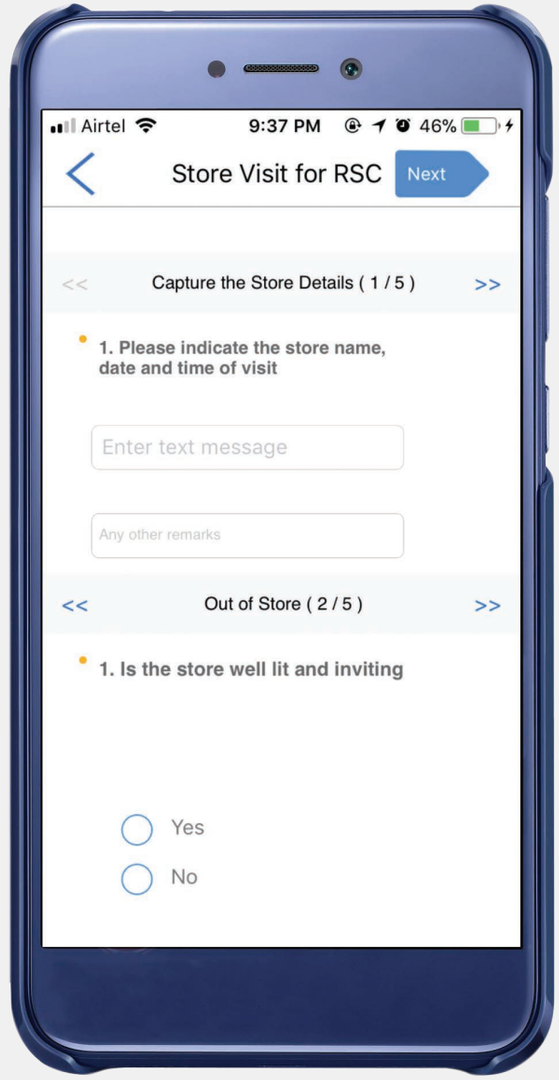
Feedback compiled and viewed by respective Ops and Training leads

Benefits

- **Wooqer's GPS feature pinpoints when and where a visit or audit takes place**
- **Track and communicate key business metrics**
- **Stronger and more consistent feedback and controls**
- **Standardize visit checklists or customize based on goals**

Sample processes you could build on wooqer

Feedback forms



5 Brand Dashboard Tracking

Brand dashboard tracking

Run brand dashboards with automated audits.
Regularly track your team's progress.

Sample process flow. Create your own.

Restaurant leadership defines goals and the strategy including action items, deadines and project owners

Results are updated regularly and reviewed by leadership

The Wooqer dashboard makes the tracking and discussion of progress easier

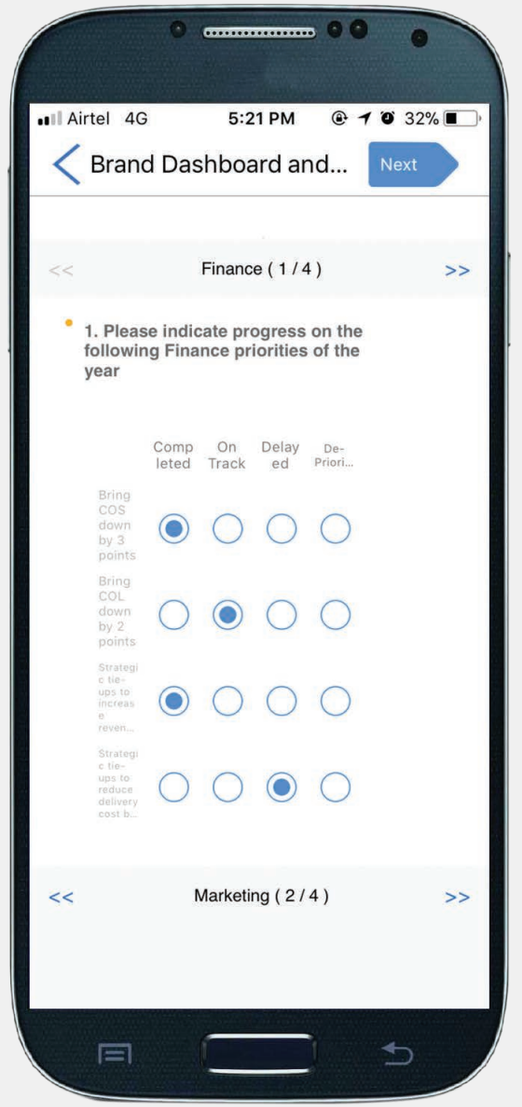
Timely and actionable performance data allows brands to be more precise and more nimble

Benefits

- **Customize your dashboard based on your goals and priorities**
- **Faster and accurate strategy execution by all functions**
- **Accountability and organization focus on priorities**
- **Track compliance - from the individual, the restaurant, region to overall brand**
- **Reduced effort - From paper work and emails to a simple online tracking platform**

Sample processes you could build on wooqer

Audits



Thank you