Next Level Restaurant Brands

Implements MyQSRSoft Across Tim Hortons Franchise Locations

Online
www.renskoholdings.com

Expertise
Quick-service restaurant franchises

Location
Ohio, Kentucky, Michigan, and West Virginia.

CHALLENGE

As expected, overseeing over 100 Tim Hortons franchise locations in different states created definite hurdles to overcome. Jordan Baker, VP of Operations at Next Level explains: "We originally planned to use QSRSoft for data mining, tracking and analyzing our ads, and other marketing efforts. Then we found out that it was an entire ecosystem that could solve so many of our other issues."

Before QSRSoft, Next Level spent a lot of time on manual data entry, managing data from eight different sources, from customer satisfaction feedback to employee performance KPIs to internal metrics like budgeting and forecasting data. This ate into their productivity and was a real time waster, costing them up to 84 hours of administration work each week, adding up more than 200 hours a year.

Employee shift management was another pain point. By the time Baker and his team found out that a location was severely short staffed, it was too late—their sales for that location were already negatively impacted.

ABOUT NEXT LEVEL

Next Level is an Ohio-based restaurant franchise holdings group with a focus on growing the Tim Hortons brand. Since 2001, they've expanded to own more than 130 Tim Horton franchise locations across the US.

In 2021, Next Level engaged QSRSoft to help them solve several technology challenges that they were facing. Initially, they wanted a solution that gave them insight into their marketing and customer analytics, but quickly found that QSRSoft offered those insights— and so much more. Now, they use the diverse digital tool to manage everything from employee training and payroll to scheduling and employee communication, saving them thousands of dollars and hundreds of hours of data input each year.

(877) 349-3424
qsrsoft.com

QSRSoft

"The willingness to work with us and customize the system to our needs has really been awesome. There are not many companies that will do that." - Jordan Baker, VP of Operations at Next Level

THE SOLUTION

Several components of the MyQSRSoft suite have already been implemented in all of Next Level's Tim Hortons locations, with plans to implement the remaining components in the near future.

Already implemented technology includes the Reports system that centralizes data from several sources, so the franchises can track, analyze, and measure important metrics and better plan for budgets and projections. They also use Forms to collect and digitize real-time processes and data from all locations. Now they have a one-stop shop for managing all internal documentation, from build charts that guide employees on how to make sandwiches and beverages, to promotional signage content to HR documents and training videos—and everything in between. And QSRSoft TV, part of the ecosystem of tools, improves internal communication in all locations. Franchise owners and managers use it to educate, engage, and motivate employees with back-of-house signage that offers important reminders, schedule and shift changes, and aspirational content.

The workforce management system is currently in pilot at all franchise locations. This comprehensive system expertly handles scheduling and time clock functions, and creates real-time alerts as needed, such as when an employee is about to move into overtime, or a staffing problem arises. Payroll is streamlined with a digitized system that automatically sends payroll data to the payroll provider. As a result, each franchise location is projected to save up to 16 hours of collecting, importing, and tracking data for every quarter.

"With 131 stores, when one is severely short staffed, we find out too late, and it badly affects sales. Now, QSRSoft gives us real-time alerts that tell us, 'Hey, two people didn't show up for work' and we find out instantly, saving us revenue and scheduling headaches."
—Jordan Baker, VP of Operations at Next Level

THE RESULT

Already, Next Level has reported increased revenue, marked improvements in their daily operations, and significant time savings. QSRSoft technology offers many tools to save money on overtime and schedule conflicts, streamline and automate workflows, and eliminate time wasted on manual data entry.

PRODUCTS USED:

QSRSOFT TV

QSRSOFT REPORTS

QSRSOFT FORMS