# American West Restaurant Group (AWRG)
## 300 Unit (3rd largest U.S.)Pizza Hut Franchisee

**Case Study: New Technology for the Franchisee, Consolidated Franchise Management Platform with real time decision support analytics.** This white paper described a one-year research, development, and measurement study. Franchise Command enables the franchisee to command unlimited locations, anytime, anywhere from ONE system. This franchisee implements a cloud-based business management platform that measures significant improvements in operational efficiencies, maximizing profitability and reducing costs associated with operational error, delay and waste. The decision support analytics revolutionized the way that AWRG was able to accurately manage profitability in real time. This study reveals a ROI that is subsidized entirely through the implementation of an actionable data platform.

**Study leads/executive sponsors:**

John Simons, CEO and Founder of Franchise Command
Gene Erdman, CPO, American West Restaurant Group

"Any restaurant would need this information to function efficiently". In terms of real dollars, we paid over $50,000 in fines and penalties last year because of missed license renewal dates. As with the leases, we are notified at 30, 60 and 90 days out of pending license expirations, so we will no longer pay any fines or penalties with the Franchise Command system.

Jeff Geddes, CFO, American West Restaurant Group

American West Restaurant Group (AWRG) is a 300-unit Pizza Hut franchisee with restaurants located throughout Southern California and Greater Salt Lake City. We have been using Franchise Command since August 2017 to help improve efficiency with our business management. The Franchise Command system has been instrumental in helping us to track, manage and analyze a large real estate portfolio in a highly efficient manner. A few years ago, we missed a notice date for a location and the landlord doubled the rent. This will no longer happen with Franchise Command as we are alerted to pending notice dates at 30, 60 and 90 days out. The Franchise Command system efficiency allows for a single person to manage the entire real estate portfolio for 300 locations. This efficiency allowed for the reallocation of personnel to other areas where they have been able to be used to enhance productivity elsewhere. The Franchise Command system also allows for the pro-active management and negotiation of lease renewals to maximize profitability.

No more siloed spreadsheets and data vulnerability: The efficiency features of Franchise Command have drastically reduced the amount of time to compile the reports for insurance renewals, TIV summary, COI management, deferred rents, rent escalations, vendor compliance, asset maintenance, and so much more. The data that previously was scattered over a dozen or more spreadsheets is now in one place with no more redundancy of data entry or needing multiple people to touch the same spreadsheet to enter their data. This has allowed our team to focus on other management tasks increasing efficiency. Field operators have direct access to the data where they can analyze and make decisions without having to wait for office personnel to provide the information for them. For example, locations have direct access to their preferred vendor list which allows for timely and accurate service and ensures that the vendor is servicing the equipment at the negotiated rate with the proper level of service. This guarantees that the equipment is maintained within the parameters of the warranty and eliminates the risk of voiding a warranty by using the authorized vendor. The vendor list is updated with the latest liability and worker's compensation insurance information from each vendor to maintain compliance by the vendors. The financial reporting features built into Franchise Command have significantly increased our ability to monitor in near real-time the financial health of individual locations as well as the organization and make timely adjustments in a rapidly changing business landscape.

Having a single page financial summary including weekly sales and EBITDA has allowed us to have near real-time feedback on the performance and profitability of each location. This allows us to make more informed asset decisions for market planning and forecasting purposes. Jeff Geddes, our CFO says, "Any restaurant would need this information to function efficiently". In terms of real dollars, we paid over $50,000 in fines and penalties last year because of missed license renewal dates. As with the leases, we are notified at 30, 60 and 90 days out of pending license expirations so we will no longer pay any fines or penalties with the Franchise Command system. One thing that has really impressed us is the flexibility of the system and the rapid response by the Franchise Command team to modify or customize the interface. The whole interface is very intuitive, and a new user needs little training to become proficient in the utilization of the system. Sheryl Farr, our Property Manager says, "I

absolutely LOVE this system. The features are so easy to use, and it makes the job of prioritizing and maintaining a database of 1000+ licenses and permits manageable." By implementing the Franchise Command system in our business, it has produced significant cost savings through efficiency enhancements in both data aggregation and personnel allocation. The notification features alone have saved us potentially hundreds of thousands of dollars in fines, penalties and rent increases. We highly recommend the Franchise Command system to any multi-unit franchise business.

Gene Erdman - CPO, American West Restaurant Group

## Key findings of this study:

- ➢ Estimated 1 FTE reduction/reallocation per 50 locations due to efficiency increases

- ➢ Elimination of late fees/penalties due to missed expiration dates

- ➢ Data analytics provided critical decision-making information that helped save thousands of dollars

## For more information, please visit:
## www.franchisecommand.com