Chipotle uses Zenput to improve operations across its 3,400+ locations

Chipotle Mexican Grill—a leading fast casual restaurant chain most well-known for its overstuffed burritos and fresh ingredients—leverages Zenput to streamline above-store operations and ensure every location maintains peak performance.

Fast Casual

3,400+ Locations

USA

Operations Execution | Zenput

CHIPOTLE MEXICAN GRILL

Achieved 100% visibility for above-store leaders

Brought store managers into the audit process

Resolved compliance issues faster

Challenge

Improving above-store leadership and driving in-store consistency

Chipotle is committed to doing something that few restaurant chains do: cooking with fresh, whole ingredients and using classic culinary techniques at each of its 3,400+ restaurants.

However, ensuring consistency and quality at scale is no easy feat. When Chipotle's now-Chief Executive Officer Scott Boatwright joined the company, he saw a significant opportunity to help the company's above-restaurant leaders better evaluate the restaurants' performance, create a way to objectively view each store's performance, and enact action plans to improve operations overall.

> "You can't do what we do at scale without delivering on operations execution at a very high level, and our partnership with Zenput has helped us do that."
>
> **Scott Boatwright**
> Chief Restaurant Officer
> Chipotle

Solution

Full visibility into store operations for above-store leaders, plus real-time reporting for the leadership team

With Zenput, Chipotle formalized the restaurant evaluation process in a digital ecosystem, giving field leaders full visibility into what's happening at the store level.

Chipotle's 300+ field leaders and thousands of general managers and store managers use Zenput to complete restaurant performance audits. Using Zenput's mobile app, the team can walk around stores, taking notes and pictures to objectively evaluate each restaurant's performance.

Whenever issues are uncovered at each store, Zenput automatically creates follow-up tasks that are assigned to the appropriate employee, so that field leaders, managers, and leadership can feel confident that issues are not only flagged, but also tracked and resolved in a timely manner.

Chipotle's leadership team also uses Zenput's robust reporting capabilities to gain visibility into store operational performance. Through Zenput, above-store leaders can see trends in audit scores and task completion rates and use that information to identify and prioritize opportunities for improvement.

Results

Org-wide visibility and accountability, resolving issues before they reach customers

With Zenput, Chipotle has gained an unprecedented understanding of how each restaurant is doing operationally and has the ability to fix issues before they affect the customer experience.

- Field leaders can see how each of their stores is performing and ensure that any issues that are uncovered are resolved in a timely manner.

- Executives have clear visibility into the work being done across all 3,400+ restaurants.

- Store managers are included in the auditing process and feel more accountable for the performance of their restaurant.

- Improved operations create clean restaurants with a great atmosphere and delicious food.
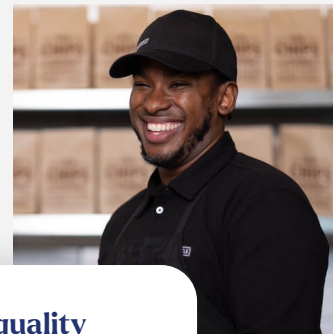
> **"Our guests expect high quality from Chipotle, and when they come into our restaurants and our restaurants are really clean, our food looks great, and it's got a great atmosphere– a lot of it goes back to the daily tasks we have in Zenput."**

Todd Lounsbury
Field Leader
Chipotle