

Alshaya Group Achieves 96% Completion Rates for Daily Operational Work with Crunchtime Ops Execution

Alshaya Group, a prominent player in the restaurant and entertainment industry throughout the Middle East and North Africa, faced significant challenges with numerous manual checklists, leading to resource-intensive processes and operational inefficiencies. To address these issues, Alshaya Group adopted Crunchtime Ops Execution, to digitize paper checklists and enhance overall operational efficiency.

 Quick Service  200+ Locations  Middle East, North Africa  Crunchtime Ops Execution



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3.5 hours
saved per
location weekly

96%
daily task
completion rate

2,000
pieces of paper
saved per day

Challenge

Paper-based practices and inaccurate data hindered operations efficiency

Alshaya Group's Food Division faced significant operational inefficiencies due to its reliance on paper-based processes. James Joseph, Head of Operational Services - Hospitality, pointed out that using paper checklists to track daily restaurant work led to excessive printing, storage problems, and difficulties in managing and updating these documents. The fast-paced nature of the restaurant and entertainment industry often rendered these documents outdated, further complicating the task of ensuring data accuracy and operational efficiency.

The manual handling of these documents was not only time-consuming but also resulted in duplicated efforts and an overwhelming amount of reports, making it challenging for the organization to quickly respond to changing operational needs. Their approach also obscured critical information, making it difficult to ensure that stores were consistently performing the necessary tasks correctly on a daily basis.

“Crunchtime Ops Execution has been so well received that other divisions within Alshaya Group have started expressing interest in implementing the tool and undergoing pilots.”



James Joseph
Head of Operational Services - Hospitality
Alshaya Group



Solution

Digitally tracking daily store activity improved consistency and confidence

Alshaya Group implemented Ops Execution across 220+ restaurants in its Food Division to transition from paper-based to digital checklists. Alshaya Group stores track critical work daily, including line checks, safe handovers, hot and cold-holding logs, and much more.

Food Division team members now submit 35 checklists per restaurant per day along with photos, and above-store leadership can see data instantly and receive alerts if work is completed incorrectly or not completed at all.

Since implementing Ops Execution, stores have uploaded 2.6 million photos showing the condition of stores and have completed 3.6 million+ activities (e.g. line checks), a testament to the consistency of work that is now completed within the organization.

Using Ops Execution makes it easier for field teams to complete tasks and checklists. The conversion to digital checklists aimed to improve data integrity, accessibility, and overall efficiency in both field and head office functions, which has improved confidence in daily operations and compliance across the organization.

Results

96% completion rates for daily operations work, and time savings for employees

Alshaya Group has saved over 30 minutes per day per restaurant in terms of completing and tracking daily operational work. In a company survey, 98% of users agreed that Ops Execution was easy to use, helping drive fast adoption and ensuring seamless completion of tasks and checklists.

Stores that have implemented Ops Execution are consistently achieving a 96% completion rate of daily projects and tasks, demonstrating a high standard of operational efficiency and effectiveness.

Using Ops Execution also yielded substantial resource and cost savings for Alshaya Group. Joseph shares,

“Our field teams enjoy Crunchtime Ops Execution and it has become a part of team behavior because it adds value to their daily activities. By eliminating the need for 2,000 pieces of paper daily, we align with our company’s sustainability efforts and contribute to resource conservation. Reducing the use of paper for this work saves roughly 335 trees annually!”

“The benefits of increased efficiency, sustainability - and cost savings, of course—highlight the platform’s holistic impact on Alshaya Group’s operational and environmental objectives,” Joseph remarks. As Alshaya grows, the platform will continue to play an integral part of the daily routine for field teams and functions, showcasing its value through time savings, ease of use, and enhanced data integrity.