

Gong cha Uses Crunchtime Ops Execution to Improve Task Completion, Guest Return Visits, and Brand Standards

Gong cha increased brand standards compliance and improved above-store oversight across its 400+ stores in North America with Ops Execution. The increased visibility and access to real-time data empowers leadership to make more informed decisions and will help scale its store and field operations teams as it adds 300+ U.S. locations in the next two years.



Beverage



2,000+ Locations



International



Crunchtime Ops Execution



Gong cha 貢茶

49% improvement
in daily task completion

25% increase
in guest return rate

20% greater
brand standard compliance

Challenge

Building a scalable operational framework to drive consistency across Gong cha’s high-growth, complex franchise network

As Gong cha rapidly expanded across the U.S. and Canada, ensuring operational consistency and effective communication across its 400+ locations became increasingly complex. Without standardized processes and tools, stores faced inconsistencies in service, product quality, and brand integrity—challenges further compounded by a franchise structure with master and sub-franchisees. To support its ambitious plans to open 300+ additional U.S. stores in two years, Gong cha prioritized streamlining operations and empowering teams with frameworks to maintain excellence at scale.

“At Gong cha, we’re dedicated to using technology to deepen our connection with guests,” shared Rebecca Kahn, Gong cha’s Sr. Director of North America Master Franchise Operations. **“As the industry evolves, we’re modernizing our stores to cater to a tech-savvy workforce that values simplicity and convenience. With tools like Crunchtime Ops Execution, we empower our team members and franchisees to optimize operations, so they can focus on creating memorable guest experiences. Ultimately, technology supports our teams, driving efficiency while strengthening the personal connections we build with our guests.”**

Solution

Real-time visibility and standardized operations for more compliance and efficiency in stores

Gong cha adopted Ops Execution to standardize operations and improve communication between stores, above-store teams, and headquarters. Rolling out the platform in phases, the team ensured smooth implementation and strong adoption. Gong cha's success with Ops Execution stemmed from:

Store excellence guides: Gong cha created a comprehensive guide within Ops Execution to help managers prepare for third-party evaluations with visual aids and practice assessments.

Checklists and audits: Tasks like opening/closing procedures and food safety checks were standardized across all locations to ensure consistency and make it easier to track performance data from store to store.

National operations initiative calendar: To ensure execution against seasonal promotions, regional or market-specific projects, etc., Gong cha assigned tasks and projects in Ops Execution ahead of these initiatives so that stores could have visibility into upcoming work while also tracking how stores completed (or didn't complete) the work.

Franchisee engagement: Franchisee and team engagement were also integral to success. Ops Execution forms helped align franchisees with performance goals, integrating compliance metrics into bonus structures to incentivize adoption. Additionally, interactive tools like the "Gong cha Great Values" form encouraged daily team member engagement and reinforced company values.

"With Ops Execution, Gong cha can easily track performance metrics, gather data from individual stores, and identify specific opportunities for improvement with more accuracy."



Rebecca Kahn
Sr. Director of North America
Master Franchise Operations

Results

Significant improvements in operational consistency, compliance, and decision-making

Within just the first year of rolling out Ops Execution, Gong cha improved operational performance in several key areas:

- **49% more daily tasks completed**, demonstrating consistent execution of operational priorities and enhanced team accountability
- **20% better compliance with brand standards**, ensuring a more uniform and high-quality experience across all locations
- **25% increase in guest return rates**, reflecting stronger customer loyalty and consistent positive experiences across locations
- **20% increase in guest satisfaction**, measured by Net Promoter Score (NPS), highlighting the impact of operational excellence on customer experiences

The data-driven insights provided by Ops Execution also empowered district managers to address operational weaknesses effectively. One franchisee—initially among the lowest performers—transformed into a top-three operator within only 90 days by following a customized action plan based on the insights from Ops Execution reports. This success illustrates the platform's ability to drive meaningful and lasting improvements.

"Crunchtime Ops Execution was the right choice for us because it's very easy to use, makes sense, and helps us standardize operations as we scale," said Kahn. Gong cha's commitment to operational excellence and brand integrity ensures that it will remain a leader in the competitive premium tea market.