

BECOMING A DATA-CENTRIC OPERATION:

How Hash House A Go Go Uses Data-Driven Insights to Reduce Labor Costs and Propel Business Expansion



About Hash House A Go Go

Hash House A Go Go is an American restaurant chain that serves inventive takes on Mid-Western classics. With award-winning meals and cocktails, like their sage fried chicken and B.L.T.-inspired Bloody Mary, Hash House is where “old school meets new and gets twisted.” Hash House was founded in San Diego in 2000 and has since expanded to thirteen locations across four states. Every location stays true to Hash House’s commitment to great service, great value, and bringing people together over good food and good fun.



Source: Hash House A Go Go Website

The Challenge

Prior to discovering Crunchtime, Hash House A Go Go had recognized that in order to properly scale, the company needed to adopt a restaurant operations platform that would assist their growing business and ensure that their data was accurate. Joyce Franke, Food Operations Manager of Hash House, explained that the company specifically lacked a cohesive restaurant management solution that was able to provide precise, real-time data. Managers wanted to be able to analyze sales and the cost of recipes, but they didn't have a system in place that could handle these requests.



Hash House A Go Go's Big O' Pancakes/Source: Hash House A Go Go Facebook

“We used to complete all of our reporting and analytics – and even operational tasks – using spreadsheets,” says Franke. “A main reason we turned to Crunchtime was to sort out our inventory management. The way you could set up inventory with Crunchtime and integrate online ordering was huge for us. We finally had the ability to analyze sales and analyze the cost of a recipe.”

Implementing Crunchtime

“The two Crunchtime staff that came out to train us were phenomenal,” Franke recalls. “My account representative was fantastic with weekly calls – we wouldn't have done it any other way.”

While corporate was pleased with Crunchtime, Franke admits there was initial hesitation among Hash House restaurant managers to adopt an automated system. “We had to prove that they could order off a computer and not take inventory every time. We had to prove the amounts ordered were correct. It was a substantial change switching operations to rely on a computer.”

Sentiment began to shift, however, once initial implementation data uncovered that all Hash House restaurants were each using different versions of their recipes. Franke says once Hash House was able to show tangible cost savings at every location by standardizing recipes effectively, restaurant managers began embracing Crunchtime as a powerful partner rather than an obstacle.



Source: Hash House A Go Go Website

Outcomes

If there was ever any lingering doubt about the effectiveness of Crunchtime’s platform within the organization, it was quashed with the rise of COVID-19. “The pandemic proved the whole system out,” says Franke. “We knew our sales, we knew our sales by hour, we knew our labor – we were able to completely change our restaurant environment coming out of COVID, including our menu, our labor structure, and more.”



Source: Hash House A Go Go Instagram

Previously, Hash House locations were open seven days a week from 8:00am to 8:00pm, with one location open 24 hours. Using labor data from Crunchtime at the height of the pandemic, Hash House locations switched to being open only during brunch hours during the week, and only offering evening service on Friday and Saturdays.

Another surprising discovery came from

reviewing their cost of sales data: the data revealed that three of their signature menu items were not cost-effective, since the amount of time spent on preparing the menu items was much higher than expected. Despite these items being signature menu items, Hash House chose to remove them from the menu entirely based on their cost of sales data. “This was a huge eye-opener,” notes Franke.

Crunchtime’s platform is now an integral part of Hash House’s operations and its business growth. Before Crunchtime, Hash House completed a full inventory report only once a period; now Hash House performs weekly inventory checks and branches spend less time on inventory than they did before.

Crunchtime’s ability to sequence inventory according to changes in the menu has been another major benefit. Hash House has saved 3 – 5% in cost of inventory alone, because they no longer over buy when purchasing through contracted vendors.

Franke cites three of Crunchtime’s mobile applications, **Counter, Impact,** and **Teamworx**, as instrumental tools for saving Hash House time and money. According to Franke, each restaurant location uses Teamworx, Crunchtime’s employee self-service portal and staff scheduling app, which holds managers accountable for meeting labor percentages and allows them to schedule shifts based on forecasted sales. New Hash House locations utilize Teamworx from the very beginning, making it an essential component of their management and employee practices.

But according to Franke, it’s **BizIQ** – Crunchtime’s enterprise data warehouse and business intelligence platform – that is the key feature Hash House operators rely on the most. “BizIQ became the time saver,” says Franke. “For instance, more than one [restaurant operator] can get and share their sales and labor reports at the same time, and it’s easier to run a report than it is to figure it out in Excel.”



Our team uses BizIQ every week for everything, even things like labor analysis for the kitchen versus the line versus prep stations. It’s pretty comprehensive.



Hash House A Go Go's Twisted Chicken and Waffles
Source: Hash House A Go Go Facebook

Next Steps

Hash House A Go Go has its sights set on expansion, with plans to open two new locations on the East Coast and talks to open locations in Arizona and Colorado. “We also have a signed contract with Disney to join a Disney location starting summer 2022,” says Franke enthusiastically. “It’s because of Crunchtime that we’re also to make these deals and run the numbers – we now know what our labor costs are and what our costs of goods sold are, so we can now figure out what sales need to be to cover new location costs.”

About Crunchtime

Crunchtime is how the world’s top restaurant brands achieve ops excellence in every location. Our software is used in over 100,000 locations in 100+ countries to manage inventory, staff scheduling, learning and development, food safety, operational tasks and audits.

For more information visit www.crunchtime.com

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