

## KFC Franchisees Save Hours of Admin Work and Drive Consistent Customer Experiences with Crunchtime Ops Execution

Since 1940, KFC has been following Colonel Sanders’ secret chicken recipe, with real cooks breading and freshly preparing their delicious chicken by hand. Regularly named among the best franchises to own under parent company Yum! Brands, KFC franchisees have helped the brand grow into more than 24,000 locations worldwide.



**6 hours**  
of admin work  
saved weekly

**6.6%**  
improvement in product  
appearance tests

**Significantly**  
increased customer  
satisfaction scores

### Challenge

#### Creating a consistent customer experience and improving food quality across stores

KFC franchisees pride themselves on the brand’s decades-long history of delivering freshly-prepared meals at affordable prices. With that pride comes a responsibility to deliver quality food and a consistent customer experience across borders and across oceans.

Being part of a world-renowned brand like KFC comes with its challenges. To maintain the high brand standards that KFC is known for, operators need to be on top of their food safety practices, cleanliness, promotional rollouts, and store maintenance.

Before implementing Crunchtime Ops Execution, KFC franchisees, including Baobab Group, used paper checklists and audits to facilitate adherence to those critical areas. They then had to collect those papers, manually aggregate all of the information, and sift through the data to identify if there were issues at their stores.

This process would take area managers over six hours every week to complete, and they weren’t confident their concerns were addressed until the next time they visited the store, most likely weeks later. This antiquated process wasn’t working, so they began looking for a solution.

## Solution

### A complete operations makeover

KFC franchisees didn't just want to put their existing forms on a mobile device. They wanted the ability to schedule audits and tasks, automatically communicate and resolve issues at their stores, and track the work to get insights. That's when they found Crunchtime Ops Execution.

Ops Execution allows them to instantly schedule work at the field and store level, configure automated corrective actions when issues are found, track the work to ensure completion, and analyze the data to uncover areas for improvement.

After implementing Ops Execution, KFC franchisees were able to improve the execution of critical work across the organization and solve issues faster, improving the customer experience at every store.

**What used to take area managers six hours per week now takes them minutes.** With that time savings, area managers are able to focus on meaningful store visits, coaching team members, and interacting with customers. Less administrative work in the office means more meaningful work at the stores.

**“The head office is aware of all the tasks that are happening at the restaurant. And we are able to assist the restaurant where they need assistance before issues become larger issues that affect our customers.”**



**Bradley Forbes**  
General Manager  
KFC Franchisee (Baobab Group)



# Results

## Enhanced customer satisfaction scores and a notable increase in repeat business

With Ops Execution, KFC franchisees assign work, track performance, and uncover trends and opportunities for improvement at their stores. Area managers and upper management get real-time insights on what's happening at their stores and detailed reports on historical trends.

With those insights, Ops Execution helps operators safeguard the KFC brand, ensure a consistent customer experience, and improve their bottom line more efficiently than ever before.

Not only does the new process allow managers to solve issues faster, but it also allows them to identify trends, so that they can predict problems before they impact the store's performance.

Since implementing Ops Execution, KFC franchisees have seen a significant improvement in customer satisfaction. The taste and quality of the chicken also improved. With Ops Execution, Franchisees implemented

a structured food preparation process and verified its execution with regular audits, including photos and temperature readings.

With the consistent adoption of Ops Execution, product doneness and appearance tests improved by 6.24%, leading to enhanced customer satisfaction scores and a notable increase in repeat business.

The streamlined and automated processes in Ops Execution allow management to get meaningful insights from their stores, improve accountability across their organization, and make data-backed decisions on growth strategies and improvements.

By transforming operations with Ops Execution, KFC franchisees are able to provide better and more consistent customer experiences at their stores and deliver on the world-renowned brand promise.

**“The customer experience has drastically improved since implementing Crunchtime Ops Execution in each of the restaurants, from product quality to the hospitality that the team members offer our customers.”**



**Bradley Forbes**  
General Manager  
KFC Franchisee (Baobab Group)

