

Pacific Drive-Ins Scales Operations to Become a Top 5 Sonic Franchisee with Crunchtime Ops Execution

Pacific Drive-Ins needed a solution to maintain high operational standards across all locations as its leadership team planned to expand its footprint. Using Crunchtime Ops Execution, the team streamlined compliance, improved accountability, and achieved record-setting audit performance, earning a top 5 spot among Sonic franchisees.



Quick Service



15 Locations



California, USA



Crunchtime Ops Execution



Pacific Drive-Ins

\$1.5K–\$2K/month

saved by cutting document courier costs

#4 ranking

up from #11 among Sonic franchisees

95% audit scores

up from 91% for food safety

Challenge

Limited visibility and rising complexity with store expansion

As Pacific Drive-Ins added new locations, managing store execution became increasingly complex. The operations team struggled to maintain consistency and oversight without a centralized system.

Key challenges included:

- **Paper-based procedures** were delivered by courier, costing time and \$1.5K–\$2K/month
- **No visibility into audit completion**, making it difficult to enforce standards
- **Reactive issue management**, with problems often flagged only during meetings
- **High employee turnover** made it hard to execute critical procedures consistently
- **No centralized system** for tracking maintenance, cleanliness, or waste logs
- **Limited real-time insights**, delaying resolution and hindering proactive management

Solution

Centralized execution and automated accountability

Ops Execution digitized and automated Pacific Drive-Ins' core operating procedures. Audit tasks were assigned via mobile devices, ensuring timely completion and centralized oversight. When audits are submitted, results are shared instantly with leadership, and corrective actions are automatically triggered. Regular maintenance and cleanliness tasks became easier to manage, empowering managers to be proactive rather than reactive.

The improvements were almost immediately noticed across the organization. Jeffrey Gelwix, President of Pacific Drive-Ins, shared, **"We saw Crunchtime Ops Execution as the system that would help us scale further and feel confident that each store was being run properly."**



"We wanted to build sales and repeat visits, and Crunchtime Ops Execution helped us accomplish that. Our performance indicators are up across the board, and we had our greatest year in sales in our company history. Ops Execution has been a driver of this success."



Jeffrey Gelwix
President, Pacific Drive-Ins

Results

Improved performance, greater accountability, and top-tier franchise ranking

With Ops Execution in place, Pacific Drive-Ins gained real-time visibility into day-to-day execution, which allowed leadership to drive consistent performance across all locations. Food safety audit scores rose from 91% to 95%, and the team celebrated the first 100% audit score recorded across 3,500 Sonic locations in seven years. This level of performance was made possible by automating task assignments, standardizing audits, and ensuring that issues were tracked and addressed consistently.

President Jeffrey Gelwix noted that Ops Execution gave them the structure needed to scale, stating, **"We wanted to build sales and repeat visits, and Crunchtime Ops Execution solution helped us accomplish that. Our performance indicators are up across the board, and we had our greatest year in sales in our company history. Ops Execution has been a driver of this success."**

Training and Development Specialist Stephanie Becvar emphasized the operational impact, saying that Ops Execution made it easier for employees to stay on track: **"It simplifies and streamlines tasks, which makes our managers' lives easier and frees them to focus on improving the customer experience."**

Pacific Drive-Ins also eliminated the need to ship paper documentation to each store, **saving between \$1,500 and \$2,000 per month**. With more streamlined processes and improved accountability, the company rose from #11 to #4 in Sonic's franchisee rankings, based on key indicators like staff friendliness, customer satisfaction, and reduced ticket issues.

By turning everyday execution into a competitive advantage, Pacific Drive-Ins is now positioned to scale with confidence and lead as one of Sonic's top-performing franchisees.