

Smoothie King Launched Crunchtime Solutions Across 1,200+ Locations in Just 3 Months

Faced with an aggressive timeline to retire an unintegrated legacy system, Smoothie King partnered with Crunchtime to execute an enterprise-wide technology migration across 1,200+ locations and 430+ franchise entities in just three months. By prioritizing Crunchtime Inventory and Crunchtime Labor for the initial launch, the joint project team established tight cross-functional alignment, implemented custom data normalization solutions, and adopted an omnichannel training strategy. This fast-tracked rollout eliminated operational guesswork, restored franchise trust, and unlocked immediate system-wide consistency, setting a strong foundation for the subsequent rollout of Crunchtime Ops Execution.



QSR /
Beverage



1,200+
locations



United
States



Crunchtime:
• Inventory
• Labor
• Ops Execution



1,200+ locations & 430+ franchise entities successfully migrated within a 3-month window

80% scheduling adoption achieved, surging from just 30% on the legacy system

85%+ inventory adoption reached, up from approximately 45% on the prior system

Challenge

Fragmented Legacy Tech and an Aggressive Cutover Window

Smoothie King's rapid nationwide expansion was previously hampered by a fragmented technology stack that created significant operational friction for store teams. Franchisees and store managers were forced to juggle multiple unintegrated platforms and manual spreadsheets, wasting critical hours logging back and forth between systems with disparate data. Because the legacy platform was rigid and unreliable, manager trust fell, driving scheduling adoption down to 30% and inventory usage to just 45%.

In addition, unreliable data validity made it nearly impossible for corporate leaders and store operators to forecast sales accurately or enforce accountability. Describing this heavy burden, Melissa Tsakanias, Director of Program Management, noted, **"We don't want our teams logging into multiple systems all the time and spending too much time in different systems that were not integrated."** To eliminate this administrative drag without disrupting store operations, Smoothie King needed a unified ops suite and set an aggressive three-month deadline for full system-wide deployment.

Solution

High-Touch, Structured Implementation Framework Driven by Collaboration

To execute an enterprise deployment across 1,200+ locations and 430+ independent franchise entities in 90 days, Smoothie King focused its initial rollout on Crunchtime Inventory and Crunchtime Labor. Crunchtime and Smoothie King built a highly structured, agile implementation playbook. Both teams leveraged available project management tools to track onboarding milestones for every franchise unit, establishing a rigorous process for worksheet intake, backend analysis, and data imports.

To keep all organizational levels aligned, the teams maintained standing weekly project meetings, biweekly executive syncs, a shared chat tool, and daily “hyper-care” standups during each active launch phase. Reflecting on how this unified partner approach gave leadership total confidence, Nic Thomas, Director of Store Systems and Digital, stated, **“It added a safety blanket with questions around recipes and conversions, allowed us to speak confidently to our operators on reports, where to find information, and how to troubleshoot issues.”**

Key technical and operational strategies that drove the rapid implementation include:

- **Solving POS Recipe & Modifier Complexity:** To resolve false modifications and ingredient over-depletion, Crunchtime’s technical team normalized ingredients and built over 10,000 recipes using concatenation logic to seamlessly accommodate complex POS smoothie modifiers.

- **Custom Financial Normalization:** When reporting mismatches arose between net and gross sales, Crunchtime delivered custom development work to normalize sales data to align with Smoothie King’s precise executive reporting expectations.
- **Franchisee Advocacy & IT Sub-Committee:** Smoothie King engaged franchisees early through its IT sub-committee, turning franchise leaders into champions who actively advocated for system adoption across the community.
- **Multi-Tiered Training & Certification:** The team deployed in-app learning for corporate staff, imported SCORM courses directly into franchisee LMS platforms, hosted train-the-trainer sessions, and developed an operations field support certification program to empower regional troubleshooting.
- **Concurrent Run & Open Office Hours:** Stores ran both systems concurrently for a few weeks to ease the cutover transition, supported by weekly open office hours where operators could ask questions and resolve issues in real time.

Following the successful three-month launch of Inventory and Labor, the team eagerly jumped into expanding their suite with Crunchtime Ops Execution to further drive operational consistency across all locations.

“The Crunchtime team went above and beyond to help us make sense of things that were new, trained us efficiently before the launch, and made the process quite comfortable.”

Michael Drake

Field Implementation Manager of Ops Excellence
Smoothie King





Results

Seamless Cutover, Instant Adoption, and Long-Term Value

The collaborative Crunchtime implementation delivered a structured transition across all locations with zero store downtime. Because franchisees were involved early and provided with targeted training sessions, system adoption grew rapidly. Scheduling adoption surged from 30% to about 80%, while inventory adoption reached 85%, up from 45% on the previous system. General managers transitioned from manual spreadsheets to mobile inventory counts, saving time on administrative work.

Highlighting how smoothly the implementation was run, Michael Drake, Field Implementation Manager of Ops Excellence, shared, **“The Crunchtime team went above and beyond to help us make sense of things that were new, trained us efficiently before the launch, and made the process quite comfortable.”**

Reflecting on how this successful launch laid a flawless operational foundation, Nic Thomas, Smoothie King’s Director of Store Systems and Digital, emphasized, **“Now that we have a great foundation for valid information coming through from Crunchtime, it’s allowed us to take that next step and be able to define metrics we can operate with.”**

With normalized sales data and accurate recipe tracking, store managers now rely on advanced tools like Crunchtime’s actual vs. theoretical (AvT) report to drill into vendor orders, consumption rates, and sales depletion to curb food waste. As actual store performance aligns with predictive weather-based forecasts, operators are reclaiming time to focus on guest service and team development. Ultimately, by establishing this trusted data foundation in just three months, Smoothie King neutralized administrative guesswork and positioned its franchise system for long-term profitability.