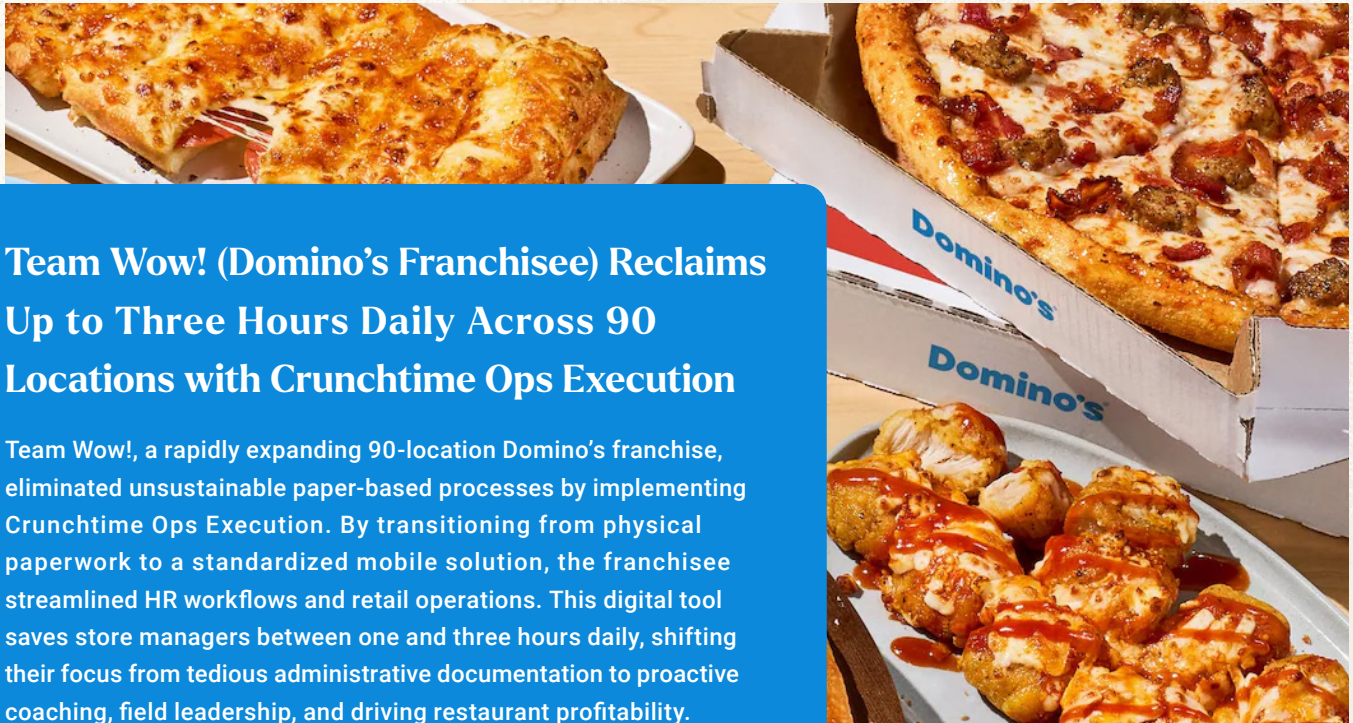


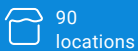


Team Wow! (Domino's Franchisee) Reclaims Up to Three Hours Daily Across 90 Locations with Crunchtime Ops Execution

Team Wow!, a rapidly expanding 90-location Domino's franchise, eliminated unsustainable paper-based processes by implementing Crunchtime Ops Execution. By transitioning from physical paperwork to a standardized mobile solution, the franchisee streamlined HR workflows and retail operations. This digital tool saves store managers between one and three hours daily, shifting their focus from tedious administrative documentation to proactive coaching, field leadership, and driving restaurant profitability.



Quick
Service



90
locations



United
States



Crunchtime
Ops Execution



1-to-3 hours saved daily per manager by replacing manual paperwork

Same-day new-hire onboarding down from 1+ weeks, accelerating new-hire readiness

90 stores standardized with continuous audit readiness

Challenge

Rapidly scaling across multiple regional markets created operational inconsistency and high administrative burdens

As Team Wow! scaled toward 90 locations, relying on traditional systems like phone calls, faxes, and handwritten papers became a critical operational bottleneck. Field directors lacked visibility between physical store visits, meaning operational deviations or maintenance issues frequently went unnoticed for days. Store managers were buried under manual logs, delivery vehicle inspections, and physical paper-based onboarding packets that took over a week for the central office to process.

"As we continue to grow, consistency becomes our biggest challenge because the larger you scale, the harder it is to maintain," explained Richard Keske, Team Wow!'s HR Director. "When you manage close to 100 stores spread across different markets, you simply cannot rely on phone calls, paper checklists, or just trusting that people are completing paperwork correctly."

Additional pain points included:

- **Administrative Friction:** Documenting new-hire paperwork required manually completing and physically routing extensive packets in duplicate and triplicate, slowing the speed of hiring.
- **Eroded Leadership Focus:** Core responsibilities like team development, coaching leaders, and addressing maintenance issues suffered because leaders were bogged down by paper management.
- **Lack of Accountability:** Paper-based checklists created opportunities for forms to be completed away from the business, making it impossible to verify if safety standards, like temperature logs, were actually completed on-site.

Solution

Unified operational standards, on-site task completion verification, and fully digitized HR workflows

Team Wow! deployed Crunchtime Ops Execution to establish unified operational standards across all regions. The intuitive mobile interface allowed store teams to seamlessly log daily requirements, while above-store leadership gained immediate, filterable access to organizational data by store, market, district, or state.

According to Richard, the solution immediately stood out because the team had a deep understanding of the restaurant industry. **“What impressed me most about Crunchtime Ops Execution was that they truly knew restaurants, and the interface was simple enough for our new managers to learn quickly,”** Richard said. “Instead of just digitizing our old paper checklists, it allowed us to build systems with clear expectations where every task is fully standardized.”

With Crunchtime Ops Execution, Team Wow! enabled:

- **Enforced Task Integrity:** Distance-from-location tracking and photo submission requirements verified that checklists are completed on-site, preventing managers from filling out logs at home or elsewhere.
- **Proactive Asset Protection:** Digital temperature tracking allowed teams to immediately catch failing condensers and address refrigeration issues before throwing away thousands of dollars in spoiled food products.
- **Streamlined HR Workflows:** Onboarding documentation is now fully digitized, moving new hires from interview to active floor shifts on the exact same day.



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Richard Keske
HR Director
Team Wow!





Results

Mobile solution saved managers up to three hours daily, driving continuous audit readiness and higher store profitability

The transition to Crunchtime Ops Execution fundamentally changed the day-to-day environment for Team Wow!. Instead of scrambling to prepare for corporate evaluations, expectations are naturally embedded into everyday routines. Store data shows that locations with high adoption of digital checklists achieve significantly higher audit success and overall store profitability.

Additional efficiencies include:

- **Reallocated Management Hours:** Freed-up time was intentionally reinvested to expand standards, verify product dates, inspect external cleanliness, and drive greater accountability.
- **Proactive Driver Safety Compliance:** Recurring 4-week vehicle and tire tread checks protect the brand legally while helping part-time staff plan ahead for personal vehicle maintenance.
- **A Definitive Competitive Edge:** Clear digital career path checklists within the solution empower staff to drive their own promotions, which serves as a powerful recruiting advantage against competitors.

When advising other multi-unit operators considering a digital shift, Richard emphasizes looking beyond the technology itself. **"Implementing Crunchtime Ops Execution is not about replacing paper; it is about providing your leaders with better information so they can make better operational decisions,"** Richard stated. **"When managing close to 90 stores across multiple states, you must have scalable tools that build stronger, more consistent operations."**

With Crunchtime Ops Execution, Team Wow! is empowered to continue delivering great guest experiences every day in every store, one pizza at a time.