



# Timewise Improves Operational Consistency Across 170+ Convenience Stores with Crunchtime Ops Execution

With over 40 years in the industry, Timewise knows that a great customer experience starts with strong day-to-day execution. To prioritize quality and consistency across all locations, Timewise uses Crunchtime Ops Execution to organize its procedures, ensure tasks are done correctly, and give managers more time to focus on training and customer interactions.

-  Convenience
-  170+ Locations
-  United States
-  Crunchtime Ops Execution



**One place**  
to manage brand standards and operations

**More time**  
for training and customer experience

**Real-time visibility**  
into employee training performance

## Challenge

**Inefficient, manual processes delayed communication, training, and operational execution across hundreds of stores**

Like most operators, Timewise used a disconnected system of paper forms and checklists, phone calls, emails, and texts to communicate out all the work that needed to be done and follow-up on issues that would arise. But managing these processes for hundreds of stores was difficult.

To get any task done, Timewise had to send out an email, call store and territory managers to make sure important work was being completed, compile forms from the stores, and dig out the important information. This process posed big challenges for Gary Rasmussen, the Director of Training, who oversees the training of all employees.

Before using Ops Execution, Timewise employees completed their Cashier Basic Training (CBT) evaluations on paper and training management relied on emails, phone calls, and text messages to check in on how cashiers were performing. From filling out the CBT to scanning it and sending it in, it took almost 3 weeks for Gary and his team to access the checklist.

When Timewise needed to execute an urgent price change, they had no fast way of communicating the change to all of their stores and getting confirmation that the changes were completed in a timely manner. This shortcoming hindered their ability to create consistency across all of their locations. These frustrations led Timewise to look for a better solution.

# Solution

## Automating tasks, tracking performance in real-time, and ensuring every store meets brand standards effortlessly

With Ops Execution, Timewise can:

- Communicate scheduled and time-sensitive tasks to stores, automate follow up tasks and alerts so managers are always aware of serious issues that may affect customers' experience, and get confirmation in real-time that tasks were correctly completed.
- Get insights into Timewise's performance on key measures, uncover frequent issues, and make more informed operational decisions by identifying trends and analyzing employee, store, and team performance.
- A central place to manage the execution of brand standards, store cleanliness, marketing and promotions, gas price changes, onboarding, and incident management.



**“Crunchtime Ops Execution has totally changed how we do our new associate training. It allows me to keep relevant materials relevant, and monitor the training and how it’s happening.”**

**Gary Rasmussen**  
Director of Training, Timewise

# Results

## Ops Execution helps simplify operations, freeing managers to focus on training and customer experience while ensuring consistency across all stores

With Ops Execution, Timewise managers no longer spend hours on administrative tasks like tracking down checklists or following up on store operations. Instead, they can focus on what truly matters: training employees and ensuring customers have a great experience.

Everything from brand standards and store cleanliness to promotions, gas price updates, onboarding, and incident management is now handled in one central platform. This streamlined approach keeps operations running smoothly, reduces errors, and helps every store stay on track.

The Cashier Basic Training (CBT) evaluations were completely transformed. Timewise can now:

- Get real-time data on how cashiers are doing
- Keep training materials up to date easier
- Quickly address any training gaps

With all of these insights, Timewise is confident that they're staying on top of their operational procedures, executing on their strategies, and creating great customer experiences at every one of their stores.