All your key metrics, operational news, instructions, and documents in one place

As a multi-unit QSR operator, operational efficiency and consistency in execution across all your restaurants are critical to your success. This requires that your managers be able to closely track all key metrics and quickly take actions where necessary. In addition, they must be able to readily communicate and access critical information relating to operational news, instructions, key events, etc.

The problem is that this data and information is not accessible in one place or presented in a way that yields ready insight. The key metrics are scattered in different systems, reports, spreadsheets, and formats; while the unstructured content is dispersed in e-mails, documents, and various supporting websites. The result is that managers end up overwhelmed trying to assemble all the information they need to take appropriate actions.
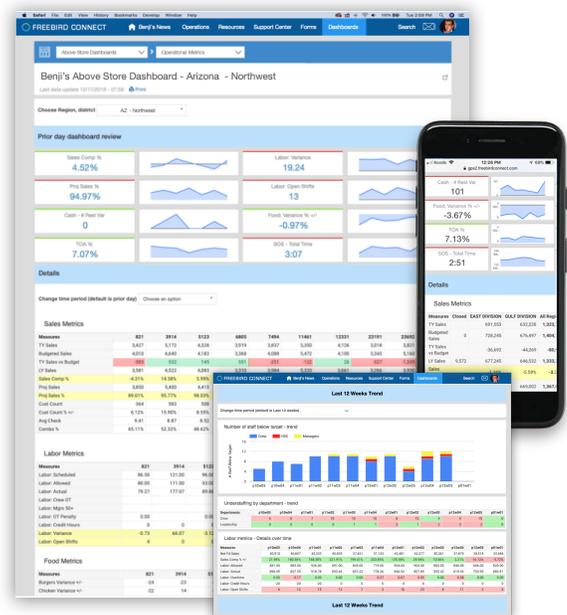
The Freebird Platform

Freebird addresses these challenges. It is a cloud-based, one-stop information portal that allows managers to access all the information necessary to drive operational efficiency, consistency, and business success. And because Freebird augments, rather than replaces, your existing systems it involves minimal disruption to your business.

The Freebird information platform integrates four functional capabilities that all successful multi-unit operators require: 1) Dashboards/Analytics, 2) Content Management, 3) Forms/Checklists, 4) Employee Engagement/Collaboration.

Bottom Line

With Freebird, QSR operators can integrate data from all sources, track key metrics in visual, interactive dashboards and integrate related operational news, information, and instructions. The result is that decisions are based on the fullest information and implemented in a coordinated manner... thereby promoting operational efficiency and consistency across all restaurants.

1. DASHBOARDS/ANALYTICS

All your key metrics in one place

Freebird pulls data from all your sources, including SICOM SEMS, SICOM Drive-Thru Director, RTIConnect, SMG/GuestTrac, KnowledgeForce, HME, Excel, Financial and HR systems, etc., and renders it as integrated dashboards so that you can see all aspects of business performance in one place.
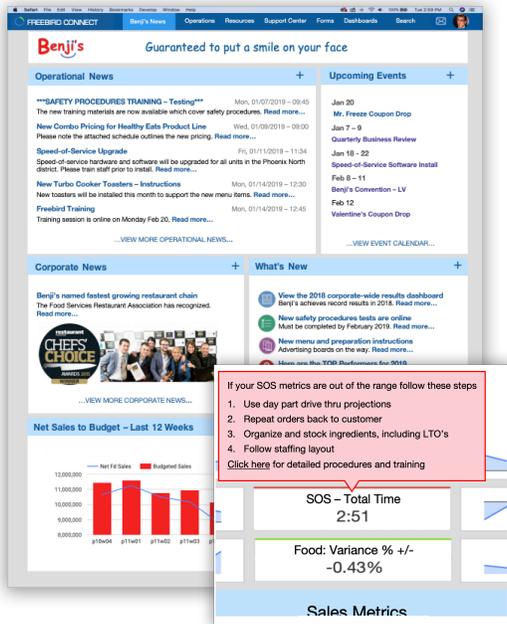
- See the status of ALL key metrics at a glance
- Be alerted when issues arise requiring immediate attention
- Filter and rank by store, above store, and time period
- Each user class sees only the data for which permission has been granted

2. CONTENT MANAGEMENT

All your critical news and information in one place

With Freebird managers will no longer have to hunt through emails, documents, and different websites to find their list of priorities, operational news, key events, latest promotions, instructions, training materials, and other critical information they need every day. And importantly, everyone sees the same information at the same time.
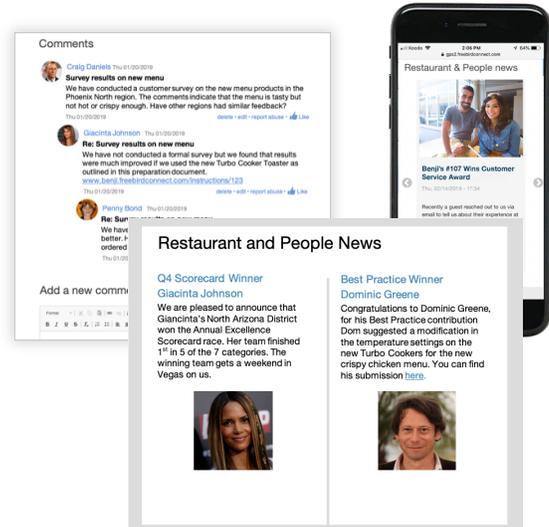
- Easily add content and attach documents
- Attach pop-up instructions to problematic metrics
- Integrate metrics with related content on one page
- Show calendar of key dates
- Create a comprehensive document and training library
- Search the entire portal by keyword, date, or author

4. Employee Engagement/Collaboration
Engage with and motivate staff

Freebird's integrated employee engagement and collaboration capabilities allow you to recognize top performers, solicit feedback, exchange ideas, and reward best practices suggestions. In addition it helps to create a common culture and sense of corporate unity, which is especially challenging because of the highly dispersed nature of the business. All of this helps to identify, motivate, and retain your best employees.
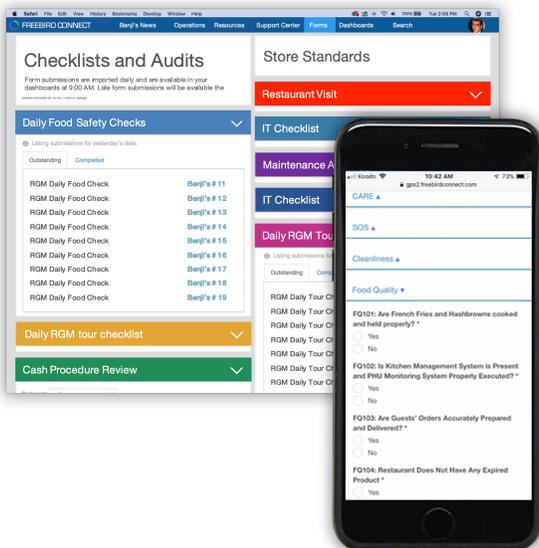
- Publicly recognize the best performers
- Seek comments and feedback
- Share ideas and best practices
- Conduct employee surveys
- Run contests
- Ensure that managers are engaged
- Reduce turnover and training costs

3. Forms/Checklists
Track store/staff standards and compliance

With Freebird your managers can easily create forms, checklists, and surveys to track work and performance covering any area and to ensure consistency across all units. The results can be integrated with your other performance metrics and related content.

- Drive consistency with task checklists and audits
- Track work, coaching, and other activities
- Conduct tests and track results
- Impose accountability and ensure corrective actions
- Receive notifications for unsatisfactory results
- Conduct employee surveys

> "Freebird has become an essential tool for GPS. It helps us to identify and quickly address operational areas that require improvement at an individual restaurant or corporate-wide level."
>
> Gary Thomas
> V.P. of Operations Support
> GPS Hospitality

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