

2023

# Executive's Guide to Tech COO EDITION

Franchise COO's have never been under more pressure to adapt to unpredictable labor, supply chain, and consumer behavior patterns. While many vendors offer solutions to a single problem, it rests with the COO to coordinate the implementation and rollout of these services, complicating new location onboarding and brand consistency.

With this in mind, Crisp has built tools and features to address the most important challenges facing COOs in 2022 and beyond. We encourage COO's to leverage our platform to its full potential to work smarter and more efficiently for years to come.

## Crisp Services For COO's

Enterprise Menu Management

Inventory Management

Lightweight P&L's

Scheduling & Timeclock

Digital Menu Board Management

Tasks, Announcements, Quizzes

Review Management

Bulk Setting Updates

3rd Party Integrations

All-In-One Hardware Service

"The entire picture of a location's performance comes together in our Lightweight P&L, a simple tool for you and your franchisees to see a real-time picture of daily profit and loss."

## The COO's technology challenges

Through years of research and working with COO's at high performance brands, we discerned three major challenges that drain time, and prevent brands from operating at their full potential:

- **Building a full picture of unit performance**
- **Managing brand consistency**
- **Launching new units at an accelerated pace**

Below, we'll address how Crisp specifically targets and eliminates these challenges through our software and service platform.

### Challenge One: Building a full picture of unit performance.

The first step in helping any franchisee succeed is having complete information about the operations of their unit(s). While a full picture of sales, labor information, COGS, and expenses can be hypothetically compiled by integrating a myriad of vendors; COO's are faced with the harsh reality of integrations and owner activation on these services to make that picture come together. When you're spending your time just trying to get a new service up and running at a location, or just getting owners to log in and get started, you lose valuable time that could be spent coaching franchisees on how to be more successful.

Crisp simplifies these problems by becoming the single vendor for all of your franchise's most important operational data. We offer robust tools for inventory management, scheduling and time clock, and of course all revenue channels. The entire picture of a location's performance comes together in our **Lightweight P&L**, a simple tool for you and your franchisees to see a real-time picture of daily profit and loss. When your team can log in to one source of truth and see exactly what one specific unit needs to work on, you can more easily create a custom roadmap to success for that franchisee.

### Challenge Two: Managing brand consistency

Every COO understands that no unit is an island, and franchisees who do not adhere to operational standards set forth by the brand can have a negative impact on the image of the brand as a whole.

One way Crisp helps mitigate these issues is through a robust permission system to keep menu items, digital displays, and more on brand. With our powerful enterprise menu management, you can take control of what gets sold in your stores, and quickly update any menu changes across your entire fleet in an instant. Rollout new menu images and promotional material brandwide, and choose to let franchisees add their own materials or not.

Along with robust configuration options, Crisp can help you gather other operational data you won't find in any other POS system. Create task lists, announcements, and quizzes that can be...*continued*

## Other Crisp Services

Mobile App

Online Ordering

Intuitive POS

Advanced Payments

Loyalty Program

Physical & Digital Gift Cards

Upstream Ordering

Machine Learning Tips

" We pride ourselves on being able to launch new units with all features more than twice as fast as our closest competitors. "

### *challenge 2: continued*

selectively deployed across some or all of your locations and see their compliance rates. Ever had a location shut down for health code violations? Now you can require photos of cleaning tasks and more so your team can stay ahead of the game. We also gather customer feedback on each location, making it easy for you to quickly identify problems with customer service or product quality before they make big impacts on the rest of your brand.

## Challenge Three: Launching new units at an accelerated pace

Often COO's we talk to reminisce fondly about the days when they only had to deal with a single new unit once every 6-12 months. When that launch schedule starts to look like a new unit every 2-4 weeks, serious problems can arise without the proper tech solutions in place. In the process of trying to get every vendor needed to build a full picture of unit performance (and keep up with new consumer behavior) COO's often find themselves struggling to implement a dozen services for each new location.

Crisp provides a single touchpoint for your franchisees allowing you to get them activated on everything from 3rd party sales, mobile app, and inventory management all with a single log-in. Simple merchant processing and hardware setup is all done directly through Crisp, and we guide (even the least tech savvy) franchisees through the process from start to finish. We pride ourselves on being able to launch new units with all features more than twice as fast as our closest competitors. Operation managers love our "restaurant in a box" hardware system. We deliver all of your franchisees needed hardware in a single, simple package. Over 90% of units launching with Crisp self-install without additional support.

## The COO's technology challenges: Solved

With these and more solutions we've enabled franchise operators to strengthen their brand through consistency, speed, and improved insight. Reach out and let's talk about how we can lighten your load and get you back to your real job; helping your franchisees succeed.

Learn more about these and other tools,  
get the rest of our for executive guides,  
and reach out at our website.

