

2023

# Executive's Guide to Tech CFO EDITION

CFO's in today's competitive market are required to remain at the forefront of financial technologies and how they can be leveraged to create greater visibility and automate recurring processes. Implementing the right technologies enable CFO's to spend more time doing their real job; making better strategic decisions.

With this in mind, Crisp has built tools and features to address the most important challenges facing CFOs in 2023 and beyond. We encourage CFO's to leverage our platform to its full potential to work smarter and more efficiently for years to come.

## Crisp Services For CFO's

Royalty Collections

Inter-Location Gift Card Balancing

Lightweight P&L's

Scheduling & Timeclock

Inventory Management

Bulk Settings Updates

3rd Party Integrations

All-In-One Hardware Service

"By using the Crisp platform, you can sidestep the many operational and financial reporting issues that come with attempting to aggregate sales data from multiple sources."

## The CFO's technology challenges

Through years of research and working with CFO's at high performance brands, we discerned three major challenges that drain time, and prevent effective decision making:

- **Aggregating and visualizing sales data**
- **Calculating, collecting, and invoicing royalty payments**
- **Managing inter-location gift card balances**

Below, we'll address how Crisp specifically targets and eliminates these challenges, making your life easier.

### Challenge One: Aggregating and visualizing sales data

While a majority of the QSR tech market has opted for an integration first approach, Crisp is unique in offering all sales channels through a single platform. By handling your in-store POS, web ordering, and mobile app; no additional aggregation is necessary. Instead of spending your time getting passed around a dozen vendor's call centers, enjoy simple stress free sales reporting.

Beyond just first party ordering, our gift card and loyalty programs ensure that your guests receive all of the modern services they expect without additional setup on your end. And with robust integrations for the lead 3rd party delivery platforms, 2 or 3 simple integrations put all channel's sales at your fingertip with our broad and deep reporting.

By using the Crisp platform you can sidestep the many operational and financial reporting issues that come with attempting to aggregate sales data from multiple sources. BI tools are vulnerable to integration breakdowns between multiple vendors, differences in accounting practices between vendors, and other issues that can leave you guessing if you have a complete picture.

### Challenge Two: Calculating Royalties using collected data

Having eliminated the guess work in getting your complete financial picture, we set out to enable CFO's to automate one of the most tedious (but necessary) parts of a franchise's financial operations, royalty collection. Having seen a variety of approaches from 3rd party services, in-house accountants, or just doing it yourself; it became obvious that hundreds of hours were wasted in collecting and invoicing for your franchise's most important revenue stream.

Crisp's Franchise Billing platform allows you to use your aggregated sales to automatically calculate royalty and brand development (marketing) fees. Our robust tools can handle scheduled royalty changes, different settings for franchises, and even offer new revenue streams  
*continued*

## Other Crisp Services

Enterprise Menu Management

Mobile App

Online Ordering

Intuitive POS

Advanced Payments

Loyalty Program

Physical & Digital Gift Cards

Upstream Ordering

Machine Learning Tips

Digital Menu Board Management

Tasks, Announcements, Quizzes

Review Management

“Worried about what happens when a gift card is purchased at one location, and redeemed at another?”

### *challenge 2: continued*

with flat rate or per transaction fees. We've achieved this by building our payment systems on top of Adyen's powerful payment platform. Store's are automatically provisioned for this service when their Crisp hardware and software are provisioned, meaning no additional setup on your end.

Once you've reviewed your calculated fees, one click initiates automatic payment and invoicing for franchisees, with separate invoices for royalty and brand development fees respectively. For easy auditing, these fee types can be deposited into separate accounts.

## Challenge Three: Managing inter-location gift card balances

Worried about what happens when a gift card is purchased at one location, and redeemed at another? When we learned about the financial and legal perils involved in managing liabilities and credits in a multi-owner environment, we worked with our partners to develop a simple tool to manage the issue.

Often, franchises may not even think about their inter-location gift card balances until they've got an angry franchisee (or worse a litigious one) on their hands. By leveraging Adyen's platform, we've built inter-location payables and receivables into the Crisp Franchise Billing platform. This leaves you with a hassle free paper trail to make sure all locations are billed and paid correctly.

Stores are automatically provisioned for the service without additional setup on your end. Gift card liabilities (gift cards sold) are moved into a central corporate account, and gift card credits (gift cards redeemed) are transferred to the location where the redemption occurred. We of course offer the ability to manage this through a separate bank account or even legal entity to manage financial and legal risks even further.

## How Crisp Makes a Difference

Our approach at Crisp is to work closely with our operators and key decision makers in high performance organizations to understand the real and important issues that you face everyday. By listening to your real concerns and inputs we've been able to build the tools listed here, as well as many more, to improve the efficiency of financial operations and give you back the time you need to make the strategic decisions that help your brands thrive.

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

