



Quiznos Sub
 MMMM...TOASTY!

Quiznos Sub | Case Study

Quiznos has been gaining fans of its tasty, toasted subs for 40 years. Their dedication to quality and mouthwatering flavor caught the attention of Shan Ali, owner of Grupo QZCR, a franchisee group with 20 Quiznos and several other concepts in Costa Rica.

Shan, known by his first name in the industry, has been a restaurant operator for years and knows one of the biggest challenges to profitability is lack of knowledge and visibility into food and labor costs.

He was previously using a back-of-house system that was fragmented, making it difficult and inefficient to get a complete look at how business was doing.

With a motto of *“What is properly measured and informed can be managed, and what can be managed can be made better,”*

Shan began the search for a new back-of-house system that would be as robust as he wanted with a full set of tools that allow managers to have the proper visibility into their data to make timely decisions.

All-In-One Solution

“We wanted a solution that would give our managers more information on their handheld device. What are the voids, refunds, live sales, and the actual cost of the collaborators clocked in? We wanted them to be able to perform cash management, hourly management and inventory management, and SynergySuite allowed us to do that in a single solution,” Shan said.

By using 5 of SynergySuite’s 8 back-of-house modules, Quiznos was able to reduce labor costs by 4% and food costs by 2% in just a few months. SynergySuite’s comprehensive reporting has also boosted marketing efforts by giving the marketing team more insight into performance of promos to guide future strategy.

As Latin American franchisees, Shan’s stores face some additional unique challenges that North American locations don’t have. First, they needed multi-currency functionality to report on both American dollars and Costa Rican colones. Second, some items must be shipped from North America

and containers may take up to 6 weeks to arrive, so purchasing intelligence is key to maintaining margins.

Key functionality Quiznos was able to add with SynergySuite included:

1. An easy-to-use platform that managers could access on a phone or tablet. They get up-to-date profit and loss data, live updates on inventory, and predictive labor controls.
2. A single source of truth for all operations data, including role-based reporting so people across the organization can make data-based business decisions on anything from marketing to operations.
3. A better handle on labor costs with scheduling based on projected sales, as well as manager notifications for any scheduling irregularities. This makes end of day processing faster and simpler for managers.

4. Detailed recipe and inventory control that makes it easier to control food costs.
5. Clocking through SynergySuite makes it so employees can clock in on their own devices, and generates clear biweekly reports for HR.

integration with their supplier, orders are sent to suppliers when needed and recorded in SynergySuite when received for a full-circle look at inventory and food cost that has created a 2% food savings across the board.

“Knowledge is the number one tool that makes restaurant operation better, and now I have full knowledge,” Shan said.

BY THE NUMBERS



4% savings on labor



2% savings on food

In addition to the management tools, Shan said the purchasing team is seeing improvements as well.

“We have to import everything from the U.S. and it takes 6 weeks for containers to arrive, so our purchasing department is able to see, ‘These products are moving and this is what I should project,’ which is helping the purchasing department make better choices.”

Information, Management, Improvement

With SynergySuite implemented in all Quiznos locations in Grupo QZCR, they are seeing major improvements in food and labor costs, as well as better targeted marketing. After proving success with SynergySuite in his Quiznos franchises, Shan is now in the process of implementing SynergySuite in his other concepts, Church's Chicken, Smashburger and Teriyaki Experience.

“I’ve been a restaurant operator for a long time and one of the biggest challenges is finding a back-office solution that is as robust and easy to use as SynergySuite,” Shan said. **“It gives you all the right answers to your questions to run a successful operation. As an owner, it also shows correct indicators and what direction the restaurant is going.”**

Having inventory and sales in one place empowers managers with all the information they need without wasted time or confusion between systems.

By building detailed recipes in SynergySuite, Quiznos is now able to see the actual food cost when the product goes out the front door. And, with SynergySuite’s



“ SynergySuite gives you all the right answers to your questions to run a successful operation. ”

Learn more about SynergySuite at www.synergysuite.com or by calling 888.531.2090.