

## CASE STUDY

### BOSTON PIZZA SERVES UP EVEN TIGHTER STANDARDS

#### CLIENT PROFILE

##### Boston Pizza

- » The restaurant and sports bar is Canada's #1 casual dining brand.
- » This client engagement covered four Ontario locations of the chain in Kitchener-Waterloo (3) and Stratford (1).
- » Between them, the locations had 190-210 staff (hourly and management).



## CHALLENGE

All restaurants must follow a long list of protocols, around everything from the quality of pizza dough to oven temperatures. Jared Paterson, Director of Operations, says that each location ultimately was meeting these requirements. The question: was it always happening in a fully consistent and efficient way? If not, that wasted time and food – both are costly items that directly affect the bottom line. Peterson needed a more complete view of the situation.

“We had four restaurants, all independently owned, with four management teams,” says Paterson. “Everyone in theory had the same standards. But as far as whether they were being used to the same degree every day, I didn’t have absolute certainty.”

That’s on the food operations side. Managing human resources presented another challenge. The Boston Pizza locations had a high turnover, typical in the restaurant industry. Paterson said that onboarding felt more like paperwork than an engaging process. Meaningful employee communications was also lacking. Both had to improve to help retain staff.

# SOLUTION

Boston Pizza engaged SAFEcheck to transform much of the organization's oldpaper workflows into a simple and intuitive digital workspace. "The goal is to upgrade processes and make them more consistent," says Gary Yip, SAFEcheck'sco-founder.

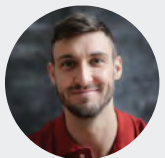
SAFEcheck's web app digitizes things like tasks and checklists, performance reviews, feedback surveys, and onboarding for new hires. Documentation is cloud-based, accessible anytime and anywhere.

For the four Boston Pizza locations, SAFEcheck enabled easy-to-use logs of daily practices in the kitchen and the front of the house (the service area). Three sets of eyes saw everything every day – the manager on duty, the general manager and Paterson. He obtained an instant view of some 70 items on a checklist, down to the level of whether onions were being cut at the proper angle and width.

"I saw every location at 11:45 a.m., all the reports. It brought a ton of structure for the businesses," says Paterson.

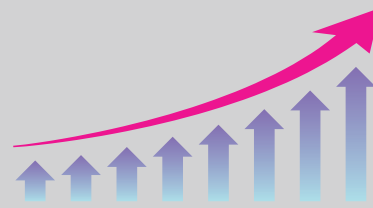
Employee onboarding took the form of a user-friendly digital package – "Nothing is missed," says Paterson. Documents could be reviewed at home in advance, so employees were ready from the first shift, with less time required by management to explain things.

As Paterson notes, a high degree of turnover happens in the first two months of someone's employment. Through SAFEcheck, he says onboarding helped staff to better grasp the Boston Pizza culture.



"We set the standard right away for our expectations."

Boston Pizza also used the tool to replace a paper feedback process. Employees and management could provide responses to each other much more routinely.



## KEY BENEFITS

- » Greater accountability from the management team.
- » 30% less turnover.
- » More understanding from the front of the house team about food safety and handling standards.
- » Even tighter food preparation levels, and higher food quality.
- » Less food waste.
- » Easier job for external auditors to review safe food handling practices.
- » Better tracking of activities.
- » Improved ability to identify and quickly address any operational issues.
- » Less administrative time for onboarding.
- » Savings of paper and printing costs related to onboarding.
- » Greater ability for new employees to hit the ground running.
- » 360-degree feedback program.

"In every facet of our business, we know the standards and live them every day," says Paterson. "Our stores have never been as efficient, educated and well maintained."

## GET IN TOUCH

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