Sonic Franchisee lowers food cost 1.4% with QSROnline

Overview

Reiser Sonic Group lowers food cost 1.4% while building consistency among stores, improving counting practices, and gaining greater visibility into their 38 drive-ins after implementing QSROnline.

Background

The Reiser Group, a Sonic Drive-In franchisee, has been in business for 45 years, owning and operating 38 stores located primarily in Northwest Louisiana and Alabama, with a few locations in Florida and Texas. Operators found their former inventory system difficult to use, making it hard to obtain food cost reports in order to make critical decisions. "It was difficult for our store-level employees to use. I was unable to get the reporting and visibility I needed. If employees at the store find a system difficult to use, chances are they won't use it as intended, leaving the operations team blind to their true food cost and unable to address problem areas." says Simpkins.

Time for Implementation

"We implemented QSROnline in our 38 stores in 2 batches. Initially, starting with 11 stores to get familiarized with the tools and training. Then, we onboarded the remaining stores in about 2 weeks, which was seamless. Our account manager played an integral role and stayed on top of the onboarding process." - Simpkins

> " We onboarded the remaining stores (27) in about two weeks, which was seamless. "
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> **Tony Simpkins**
> *VP of Operations,*
> *Reiser Group Sonic.*

Deciding To Change

Informed, critical decisions cannot be made when you are not in tune with your food cost. Lack of standardization across stores, inconsistent counting processes, and limited visibility into food cost are detrimental to success.

"Moving to QSROnline gave us what we needed to run our stores in a consistent manner, making decisions easier and quicker. This helped at every level in our business. We were attracted to QSROnline's Inventory program initially after having partnered with QSROnline as our Labor Management and Scheduling partner. Working with such a hands-on support team within the QSROnline company and knowing they would be essential in moving our team in a unified direction gave us the peace of mind." - Simpkins

Continued Support

Having a support team that not only understands our struggles but also our company culture was essential to our success with QSROnline's inventory program. "Our account manager and the rest of the QSROnline Support Team were excellent to work with. Their team kept supervisors in the loop with the communication to ensure our entire team was up-to-date and got the most out of the system." - Simpkins

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> We saw a 1.4% drop in our food cost the first year of using QSROnline across our 38 stores. This averaged in savings of **$2000** a month per drive-in.
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QSROnline Gets Results

Inventory systems should pinpoint problem areas for high-level operators while also offering a user-friendly experience to store-level employees." GMs caught on quickly, and they really loved the ability to count on their phones. Overall, we reduced our counting time to **30 minutes**, which translates to huge time savings for our team. QSROnline provides an audit log that made it easy to check when our team was logging in and using various tools, including taking their routine inventory counts. After implementing the QSROnline inventory program, we saw a **1.4% drop** in our food cost the first year of using it across our 38 stores. QSROnline's rolled up multi-store reporting is great for identifying top performers and potential issues with our inventory, like excessive waste and theft."

Ultimately, this business moves quickly and if the information is not readily available, it affects the managers' ability to make informed decisions, thus stifling the overall growth. "QSROnline has been invaluable when it comes to identifying problems and areas of concern within our stores, along with posing solutions to help minimize those issues." - Simpkins