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**A REVIEW WITH  
BUFFALO WILD WINGS**



## MEET TRA-C & CHRIS



Tra-C Garcia is the VP of Training for JK&T Wings. JK&T has 42 Wild Wings locations, operated in Massachusetts, Louisiana, and largely in Michigan. They've been in business since 1994 when they opened the first store in Mount Pleasant, Michigan and Tra-C has been with the company for 18 years.

Chris Lang is the Training General Manager at Buffalo Wild Wings in Lake Orion, Michigan. He's been with BWW for 10 years.

We recently had the opportunity to talk with Tra-C and Chris about how they're using FreshCheq to improve store operations, efficiencies gained, staff adoption processes, improved inspection results, and more. Here's what they told us.



## TRAINING, EASY INTEGRATION & SUPPORT

"Integrating it was one of the simplest things that we've ever done as far as technology goes."

"We work with a lot of different platforms that assist in managing different areas of our operation; FreshCheq being one of the most important, was incredibly easy to integrate. I think it opened up some of our Managers' minds to adopting future technology as it was so easy for them to integrate FreshCheq."

"Launching FreshCheq was so simple and seamless, everyone embraced it out of the gate."

"Any time we've had a question or one of our teams have had a question, which honestly does not happen often, the response time is immediate. You don't always see that with other platforms. We have Managers in our sports bars all day and night with the exception of a few hours. We need that support to extend beyond 9-5 and the FreshCheq team has been there."

## STAFF ADOPTION IS EASY

"It was seamless. It's so intuitive, and it's simple. That's the win. Navigating is made easy and accessing logs is done quickly with minimal clicks! Managers open the logs and go line by line to complete, simple."

"FreshCheq actually made doing logs a little more fun. Instead of handing Managers a big binder or clipboard with paper logs, you hand them a device, that resonates with today's Manager and they are more apt to get them done effectively. And we are seeing that, great success with completions!"

## IMPROVED EFFICIENCY & TEAM MEMBER SUCCESS

"We like the fact that multiple team members could participate in the checks simultaneously on the platform. So, perhaps Jamie at the bar is doing the bar check because she's been trained properly, and Chris trusts her to do that and she's got a proven track record with it. She can execute that while Chris is executing the one in the kitchen. And then maybe one of the other managers that comes in a little bit can do the next one and so on. So it's not that one person's tied to doing them all. We just love that flexibility. So, yes, huge efficiency gains with kind of dividing and conquering."

"Our completions are better. There's no question about that because they enjoy using the tool. So it's not the same struggle. Plus there's accountability built in organically with it. We can see it. It's very visible. It's transparent to all of our district managers. They get their reports pushed each morning"





## EASY TO MANAGE

"Try to catch Team Members doing things right and celebrate the wins, that is what we want to do." We do not seek to penalize them if they miss one log, things can absolutely happen. District Managers oversee log completion on the platform or via daily reports that are pushed to them early each morning. This gives them great visibility into performance with log completion and makes it easy to hold Teams accountable and take the necessary action to correct the problem."

"I know for a fact, we are missing much fewer checks as a result of using FreshCheq. This equates to providing a safe experience for our Team Members, Guests and ultimately works to protect our brand."

## SPORTS BARS IMPROVE THEIR INSPECTION RESULTS

"We just reviewed our EcoSure results and we are at a 93.6 average for our locations, which continues to improve year over year. We are in a good spot, tied with corporate sports bars, ahead of franchise results and the system overall. We have a lot to be proud of!"

"FreshCheq has given us the tool to better manage our daily logs and our logs are the foundation for success with EcoSure and QSC audits."



"EcoSure really seems to like it. They love the fact that they can look at the streak and just say, 'Okay.' Half the time, honestly, she doesn't even ask me to go through my last 14 days of logs or 7 days of logs (depending upon which one it is) because she knows that the streak is clearly right there. And then we have to go through and finish all of those to continue that streak."

"I think that if we look at FreshCheq and what that's done for Buffalo Wild Wings, it's a perfect fit because it was the innovation we needed so desperately to do one of the most important things we do every day and that's food safety checks. It was a great solution, an easy solution."

## GAMIFICATION WORKS & IMPACTS MANAGERS



"Gamification, a simple acknowledgment, just like a high-five goes a long way to drive performance and retention. There is so much value in the day-to-day pats on the back and gamification helps with that."

"It plays to the accountability factor as our Teams are so competitive...friendly competitors! That's definitely our group. Our Teams work hard to complete 100% of the checks daily and maintain their streaks. When we are executing 100% of our checks with diligence, we are providing the best in food safety for our Team Members and Guests."

"I know our turnover is one of the lowest in our group. Many of our Team Members have been trained to execute the logs and we empower them to contribute. As they are more involved they are happier and they stay with us." (Chris' sports bar has the longest streak for log completion and is top three for lowest turnover among the 42 sports bars)."

## SAVE TIME & MONEY

"I think when we went into this thing we knew, "We are going to save a ton of money on paper, a ton of money on printing." But not only that, think of the frustration on a manager level when your printer breaks and you can't print your checks that morning. Simple things like that. We could see clearly, the positives we were going to gain from it. It didn't disappoint, I can tell you that. I think we were well-prepared going into it and knew what we could expect to get out of it." - Tra-C

"It saves 15 to 20 minutes per shift easy and some days more, for sure. You add up as much time as this saves me over a year, it's astronomical here. We're talking days if not weeks." - Chris Lang

