

# Pizza Hut x SimpliField

Operational excellence across all franchises with digital reporting



## About

Pizza Hut is a leading American restaurant chain and international franchise. In Europe, it is one of the most popular brands of the Amrest franchise group.

## Retail Network

- 128 restaurants
- France
- Franchise Business Coaches

**“SimpliField enabled us to reach our objective: operational excellence. Today, with such a user-friendly app, our teams and franchises are more autonomous, more flexible and more efficient.**

*Mathieu Lablanquie*  
Franchise Business Coach

## Context

At Pizza Hut, each Franchise Business Coach covers around 30 restaurants across France, ensuring their compliance to headquarter guidelines and supporting franchisees in increasing sales revenue.



However, collecting and analyzing information from the field was a long and tedious process: for each restaurant visit, Franchise Business Coaches reported data in multiple Excel files with photos sent over email.

## Challenges

- During visits, field teams spent less time in the restaurant supporting franchisees and more time in the back office due to inefficient reporting systems.
- HQ could not make informed decisions to increase operational efficiency in line with KPIs as quantitative and qualitative data was not readily available or consolidated.
- There were no processes to provide franchisees with the reports of visits necessary to empower them in improving sales with better compliance and best practices.



## Solutions

**COMMUNICATE:** SimpliField kept field and HQ teams up to date with real-time reporting. In-app photos enabled collaboration across teams to get a clear view of franchise compliance to norms and processes.

**OPERATE:** SimpliField empowered agile teamwork, performance and execution thanks to digital reporting on the mobile app. Intelligent automations streamlined processes by applying logic to customize and scale Pizza Hut's best practices to franchises - from brand, health and safety compliance to marketing campaigns, even during Covid-19.

**ANALYZE:** SimpliField aligned all teams on actionable, meaningful data. Metrics gave a clear view to insights on franchises to gain in operational excellence - from performance on execution and compliance to sales targets, both globally and by franchise.



Field and HQ teams were onboarded and engaged within a few weeks .

-1h

Franchise Business Coaches saved up to 1 hour per day on reporting.



Franchise Business Coaches conduct 100% of reporting on SimpliField, including photos.

## Results

- **Field Teams were quickly empowered with a mobile tool for digitized reporting** and could spend more time supporting franchises.
- **HQ can access and analyze the consolidated data they need to monitor and increase operational excellence** across the Pizza Hut network, including qualitative information.
- **Franchises are now more aligned on KPIs** with access to consolidated reports from visits.