



The Coffee Club iPad online inspection report increasing Operations team productivity by 20%

In just three months, The Coffee Club Operations team conducting their inspection report online using iPads, have saved the company over 600 labour hours from their previous paper-based format. That is an increase in productivity of around 20%, but there have been many more benefits to going mobile.

These are just some highlights from the full interview recently conducted with The Coffee Club below. The main benefit from going mobile has been the ability for Area Managers to free up their time, completing an inspection report anywhere, anytime with only one data entry point. Once the inspection report has been completed, all data is automatically processed, and results from all levels of the company are available at the click of a button from the tablets or laptops.

What was the process for completing your site inspections report prior to launch, and were you able to easily adapt the reviews to an online version?

Before using the World Manager® inspection report, we had multiple triplicate books, where one copy went to file, one to Head Office to be transcribed into an electronic version, and one to the franchise owner. The franchise owners used to comment “there’s another wasted tree”. With five different types of report, plus an action plan to follow, we were giving them a whole book. Our paper-based versions were converted online for our site inspection reporting in one afternoon and after some initial testing they were ready to go live. The process was so successful we are now looking at adding our occupational health and safety audits in the tool as well.

What are the benefits to your Directors and management team?

Our Regional Managers, National Operations Manager and Directors all have access to The Club House, so they can pull up individual inspection reports online as they wish, and even setup regular reports to be emailed automatically. Online location audits have given us greater visibility on Business Development Manager (Area or Regional Managers) movements and performance, so accountability has increased significantly. We used to have a Head Office resource who manually processed and recorded site audit scores. Now the details and results go straight into The Club House for analysis, we were able to free up that staff member to focus on trend analysis rather than administration. We are looking forward to getting the OH&S reporting in the inspection report tool very soon.

What were the immediate benefits for your operations managers and field team to complete site inspections online on iPads?

Reporting was such a large part of the role of the BDM (Business Development Manager). Using Location Audits on tablets saves them time, allows them to spend more time working on the franchisees business rather than just reporting on it. The online format gives them the space to write the information they need straight into their report, and they can have a conversation with their franchisee, rather than concentrating on writing down details. In food retail, a picture tells a thousand words. Now BDMs can attach photos to their reports showing highlights of their visits, including areas for improvement, which are all stored in their Image Gallery on their iPad. The iPads are light and sturdy as well, so logistically they are a real improvement. Consistency has greatly improved because the checklists are less ambiguous, and scores are calculated automatically. Instructions can be included for questions, so that BDMs know exactly what to look for, even if they are fairly new to the company. Additionally, many of our BDMs were spending time after hours completing their reports at home, which they no longer need to do.

What benefits have you seen for your location managers/franchise owners?

Our franchise owners now receive their inspection report in electronic form and they are all stored in the one place for future reference. An action plan automatically populates at the end of the report, which they then forward on to their store manager to address and take the corrective action.

What were your desired outcomes when you decided to conduct online site inspections with iPad’s?

Our goal was to improve the consistency of our reporting and increase the accountability of our operations team. Our BDMs have five different location checks, from store presentation spot checks to

full compliance reviews to complete on our cafes. Our BDMs were spending a lot of time filling out paper triplicate pads, transcribing their notes, and sending them to Head Office for data entry. We wanted to eliminate the double handling so they could get on with the job of training and supporting our franchise owners and store managers.

Have these outcomes been met?

Absolutely. Now, as soon as a report is completed on The Club House using the iPad, it is stored and accessible to those who need it. Rather than focusing on whether or not reports have been completed on stores, we now focus on analyzing the results. Our BDMs are reporting that the time taken to complete and distribute reports has at least halved. To date 770 location reviews have been completed on our cafes, saving the company over 600 labour hours in just 3 months. That’s an increase in productivity of around 20%, or almost one full day per week.

What was the process to launch your site inspection audits on the iPad and how long did it take?

We wanted to completely dispose of our paper based reporting, so we launched the Location Reviews from day one with training on the iPad. Our National Operations Manager did a state-by-state training session with each BDM, so that not only were we training them to use the iPad and location audit tool, we were recalibrating our operations team to The Coffee Club standards at the same time. On successful completion of the training, the BDM received their iPad.

How has this tool improved the way you complete Location Reviews, and are there any specific features that you love using?

The tool has revolutionized the way we complete location reviews. Reports are easier to complete, questions can be completed in any order as BDMs move around the store completing their checks. The ‘action required’ feature is a brilliant time saver, by simply detailing any action required in a text box below the area of poor performance, the text automatically populates an action plan at the end of the report. Questions cannot be left out because the report cannot be published until all questions are answered. Automatic tallying of scores has increased accuracy. World Manager® even takes into account any questions that aren’t applicable to a cafe and recalculates total possible score. The iPad spell checker is also a great tool.

What advice would you provide any advice to other users about to launch the new online location audit tool?

Some of our team were initially skeptical about the benefits of investing in new technology, but those concerns have been proved unfounded. The increased accuracy of the reports caught us all by surprise. Our scores were actually lower than they were using triplicate books. Many of our franchise owners were disappointed with their scores using the online iPad Location Reviews. It’s worth explaining to your BDMs and franchise owners early on that increasing the accuracy and consistency of the reports could initially mean that scores are lower – but the long term benefits of providing accurate, meaningful, outcome focused assessments will have greater impact on improving their return on investment.