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restaurant peeps. technology geeks.



A Slice of Success from Fresh Brothers

Fresh Brothers is a fast-growing pizza chain that was launched in Los Angeles by Adam and Debbie Goldberg in 2008. The chain currently has 17 stores in the southern California region, and is projected to reach 50 in the next 4-5 years. Fresh Brothers prides itself on being “different from your average pizza joint.” They serve a premium product to a customer base that expects a high-quality pizza and great service.

Challenge

Fresh Brothers, even though vastly successful, needed additional business analytics and information from their POS system to assist them with their projected growth. They were also in search for a way to streamline their overall accounting systems, as well as a means to provide their management team with the necessary reporting tools to excel in each of their positions. With those needs in mind, they came to Ctuit (now Compeat) in 2015.

Solution

“Ctuit (now Compeat) ties together all of our stores in numerous different reporting packages,” says Adam Goldberg. Instead of looking at each store individually, and then trying to combine and analyze the data manually, Compeat reports on all stores both individually and as an entire company. “Ctuit (now Compeat) doesn’t report just sales, but sales vs labor, labor by position, comp sales over previous periods, over previous years. These are tools that the POS system was unable to package for us in a consolidated reporting package, but these strategic and tactical decisions are now easily attainable for us by Ctuit (now Compeat).” Compeat’s reporting packages now provide Fresh Brothers the ability to look at company data from many different aspects.

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- Adam Goldberg
Founder and Chief Executive Officer

COMPANY OVERVIEW

Fresh Brothers prides itself on being “different from your average pizza joint.” They serve a premium product to a customer base that expects a high quality pizza and great service.

BUSINESS SITUATION

Fresh Brothers recognized the need for business intelligence reporting for better analytics for growth.

KEY RESULTS

Using Ctuit’s tools, Fresh Brothers is able to control costs, increase communication and insight and adhere to federal regulations.

Results

Compeat and Fresh Brothers have been working hand in hand to accomplish the chains' projected growth. "I don't know how we would be running our company without Ctuit (now Compeat) right now," stated Goldberg. "The company went years without a consolidated system and relied just on the POS. Once we put Compeat in place, the information seemed to be endless. We are constantly finding new reports in the system that benefit the overall productivity of our business." By transitioning from their past system to Compeat, Fresh Brothers has saved "100's of hours per month" by compiling data in spreadsheets that are now available in Compeat with the click of a button.

Adam Goldberg logs into Compeat every morning. "My day starts with OTF to review daily sales. Within the first hour of my day, I'm on my computer going through dashboards, key info and reports." Intraday polling allows Goldberg and his staff to watch sales throughout the day, targeting labor to ensure that managers are properly staffing or cutting labor based on sales trends. The intraday polling information then flows to their dashboards.

Fresh Brothers uses multiple dashboards depending on the users' job classification within the company. Financing, CEO, district managers, store managers, and general managers all have their own custom dashboard, created to provide them crucial data pertaining to their position. Utilizing multiple dashboards also provides security clearances that are important to protect the corporate information within their structure.

Since integrating Compeat, Fresh Brothers has seen much tighter labor control, specifically due to the forecasting tool. All managers utilize the Compeat forecasting module on a daily basis. "The Ctuit (now Compeat) forecasting module has given our store managers the means to forecast our daily sales, which they can then staff for appropriate labor. It is also a great mechanism for upper management, to ensure they are sticking to their daily scheduled labor," said Goldberg. He then went on to say, "Through the forecasting module, we are seeing a reduction in our labor cost because we are scheduling much more accurately. When we are scheduling more accurately, we are saving money."

In conjunction with the forecasting module, Fresh Brothers uses the Compeat Labor Scheduling module and the On The Fly™ mobile app. "An outstanding function of Labor Scheduling is that every manager can see their schedules on their phone with On The Fly™. We too at the corporate level can see what is happening with each store's schedule at any moment from a mobile device." With so many controls related to PCI compliance, Fresh Brothers no longer requires the same behaviors when logging into their POS. "Ctuit (now Compeat) and OTF allow us to do all of the old functions of logging into our POS and more, while still staying compliant with federal regulations," said Goldberg.

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 To learn more about Compeat, please call us at (512) 271-0771 or email info@compeat.com.