

Casual-dining Group Upgrades Regional Manager Role

Case Study



*Project conducted with Technomic.

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The Situation

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A casual-dining, franchisee group revamps their regional manager role to lift the guest experience and visit frequency – as well as sales and profits.

- ▶ Group losing market share.
- ▶ Year-over-year sales dropping in double-digits.
- ▶ Guest experience levels not competitive.
- ▶ Group must operate within brand parameters.

The Actions

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CA consultants focused the regional manager (RM) role to support a “WOW” guest experience and to drive profit margin improvement.

- ▶ Un-necessary paperwork eliminated.
- ▶ RM time in unit increased to weekly, 4-hour visits.
- ▶ New bonus plan developed to reward sales growth.
- ▶ Guest experience measures clarified.
- ▶ RM facilitated OPS improvements for margin gains.
- ▶ Coaching tools (and accountability) enhanced.

The Results

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The group saved on corporate overhead by cutting the regional manager's span of control to 6-8 units, but blending the two brands' management.

- ▶ New, hospitality elements improved guest experience.
- ▶ Repeat business drove sales improvements.
- ▶ Franchisor accepting of management changes.
- ▶ Total group sales went positive – up 12-15 points.
- ▶ Market share turned positive.

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