



Magnum Foods Uses doForms to Keep Dishing up Pizza and Profits

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— Colin Gilmartin, Director of Operations

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Successfully operating 36 Little Caesar's stores means Magnum Foods focuses on providing a delightful experience to its customers. It's equally important that it delivers this experience consistently, day in and day out, in all its stores. Magnum turned to doForms to help capture and document store conditions throughout its network and improve internal reporting compliance. Using doForms, daily operations at Magnum Foods run more smoothly and the tedium of submitting reports has become an easy task.

As Magnum Foods has incorporated doForms into its operating practices, they have added licenses. Today, all managers and the head of HR use doForms, and most Little Caesar's franchisees now also have their own accounts.

Built-in app features make cleaning reviews easy...and fun

Little Caesar's Enterprises, based in Detroit, Michigan, had been coming into its franchisee stores several times a year for five or six years, using a hand-held tablet to conduct store reviews. "I was fascinated by the ability to do the review on a tablet and the ability to take pictures," says Colin Gilmartin, Director of Operations for Magnum Foods. "One of the problems I've always had with reviews in my stores is, you go in with a paper review and the next day the manager calls me and says, 'hey, that wasn't dirty.' It became his word against mine. With the ability to take pictures, it's now kind of hard to ignore it."

Magnum adopted the practice of using doForms to conduct cleaning reviews in its stores, using corporate's review form. Gilmartin was so intrigued by its ease of use and the possibilities for increased productivity that he called doForms to discuss how he might more fully use it at Magnum Foods. He sent one of his standard paper forms to doForms, which



MAGNUM FOODS INC.

Magnum Foods

Owner/operator of 36 Little Caesar's franchises

Industry:

Food service (Quick serve restaurant)

Where:

Headquartered in Oklahoma City with franchises throughout Oklahoma and North Texas

doForms Champion:

Director of Operations,
Colin Gilmartin

created an online review form for him in less than a day. Magnum used that form for the next 5 years.

Today, Magnum builds its own forms. Gilmartin estimates he initially built 7-8 forms over a couple of months, and updated and amended others, including the original cleaning review form. "The thing that really blew me away was the ability to build my own forms. It's an added benefit to be able to update these forms on a moment's notice," Gilmartin says. "It's gotten to where it now takes me about 2 hours to build a form. You know, it's fun. And when you're doing something that's fun, it's easy to do."

Ease of use helps to increase manager reporting compliance

Store supervisors at Magnum Foods are required to complete three specific forms on a monthly basis. These are submitted to the operations director and their timely completion is tied to the supervisors' bonuses. There are 4 or 5 additional forms that supervisors are required to submit on a weekly basis – cash audit, signage audit, other store operations audits. Completing and turning in these paper forms was time-consuming for the supervisors and created a massive pile of paper for the operations director to read and store.

Prior to doForms, supervisor compliance submitting these reviews was not good. Gilmartin regularly had to send reminder emails to get the supervisors to submit their forms. He turned to doForms to improve the content and replace the paper versions of all these review and audit forms. Since doForms was implemented, the supervisors not only regularly submit their forms, but also often over-deliver, providing more information – and insight – than they are required to provide. Now, supervisors will do a review on a moment's notice, should they have time on their hands during a visit to one of their stores, because it's easy to do and the form is always available on their mobile devices via the cloud.

Now, because the completed form is emailed directly to the operations director within minutes of completion, they can be reviewed on a rolling basis. The operations director no longer faces the daunting task of reviewing upwards of 100 forms at the same time. Instead, the director gets 7-10 reviews per day, which can be stored on a computer for quick and easy access. Historical audit scores can be retrieved and compared in a matter of seconds. The pile of paper is gone, replaced by the ability to see operational data, review historical results, provide results to corporate, and take quick action when necessary.

The future looks "fantastic"

Magnum Foods is keenly aware that the business they compete in is a difficult one and they have to leverage every possible way to keep their business on top. "We sell pizza. It's pretty simple. It's a tough world, but right now we have a 15-year track record of year-over-year sales growth that exceeds the industry average. We work very hard at it," says Gilmartin. "Finding technology and tools to help us gain or keep our edge is something we have to do, or have it taken away from us. doForms helps us stay on top."



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