## 900 Unit Burger Chain Eliminated QA Call Center and Improved Store Relationships

# CASE STUDY

Whataburger is an American fast food restaurant chain headquartered in San Antonio, Texas that specializes in hamburgers made-to-order. The business now has over 900 locations in 17 states across the South and Southwest from its initial inception in 1950. It is the sixth-largest burger chain in America, with over $3 billion in annual revenue. In 2001, the state legislature officially designated Whataburger a "Texas Treasure." Despite its expansive market, Whataburger continues to adhere to the values and tenets of its founders - quality customer service, fresh food served 24/7, and compassion for its employees.

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**Customer Type:**
Restaurant Operator

**Product:**
ArrowStream Central - FSIM

## EXECUTIVE SUMMARY

Like many restaurant chains, Whataburger receives its products through various distributors. Unfortunately, shipments are never perfect, and operators often receive damaged products or shipments with missing items. Whataburger's process to resolve these issues was manual, inaccurate, and challenging for operators. With FSIM, a module in ArrowStream Central, Whataburger has been able to speed up responses and improve partner relations.

## THE CHALLENGE

In today's supply chain, capacity and distribution challenges are impacting stores, every day. The Whataburger operators were asking corporate for more visibility into managing product substitution, damages, and credits. To report these issues, the store operators would have to get on the phone with Whataburger's call center to relay the information. This was error prone as there was not a central system that captured these variables daily. And with a call center, **operators would often be on hold for up to 20 minutes** before they could report their issue and get a QA ticket registered.

From that initial report, the call center would then pass the issue to quality assurance for logging and getting a credit issued back to the store. Everything was managed through email and spreadsheets. Operators had zero visibility into where their issue was in the resolution process. At times, they never even knew whether they were issued a credit. By the time operators did get an update, they were already onto the next cycle, and it didn't help them. It was an opportunity for Whataburger corporate to streamline the process, improve communications with their units, and ultimately drive better collaboration with their distributors and suppliers.

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## THE SOLUTION

Whataburger had contracted ArrowStream for their core solution, ArrowStream Central, which manages all contract pricing, inventory, price audits, and commodity forecasting. An additional component of the solution was FSIM, which could help drastically improve their incident management process for their stores.

FSIM (Foodservice Incident Management) enables restaurants to easily submit product and distributor issues right from their phone, tablet, or computer, ensuring issues are 100% captured, and credits are recovered. It also allows operator headquarters to proactively identify areas of improvement and have more quantitative business reviews with suppliers and distributors. ArrowStream's FSIM manages critical food and service incidents in 15k+ stores, 300+ distributors, and 1,200+ manufacturers, including many of the partners in Whataburger's own network.

Whataburger knew ArrowStream would be pivotal in improving in its operations and driving efficiency to its 900 stores across 17 states. Additionally, due to FSIM's ease of use, Whataburger was able to roll it out within weeks. Whataburger maintained their call center process for only 2 weeks to ease the transition process.

> With the data available from ArrowStream, we're able to hold our stores and partners accountable and drive bottom line savings.

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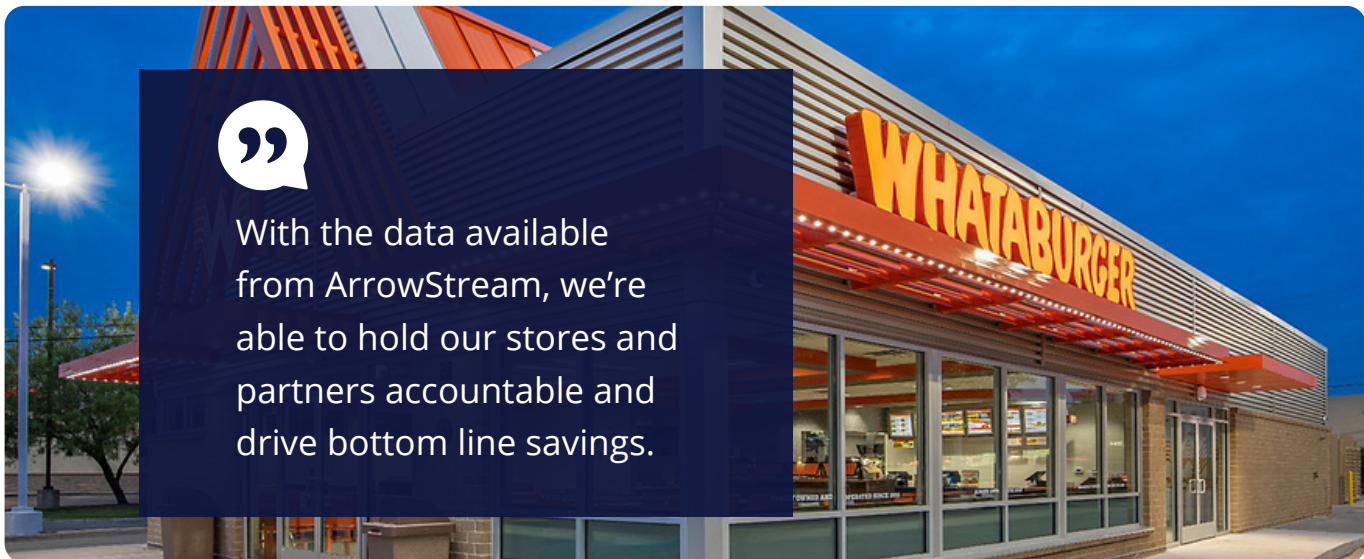
## THE RESULTS

Now, instead of having a call center with long wait times and zero visibility into issue resolutions, store operators can log issues themselves and see in real time when their credits are issued. With this new process in place, operators are saving time and effort, and can spend more time in the front of the store helping customers. It has helped Whataburger's relationships with the stores improve drastically. According to Paula Coleman, Director, Ops & Alignment from Whataburger, "we have 100% adoption rate. Locations were very eager to use the solution. They embraced it. Distributors are much more responsive, and operators are getting credits back within 7 days maximum."

Not only are operators happier, the QA, finance, and purchasing teams have real-time visibility that didn't exist with the pre-existing manual process. Through real time analytics, they can now easily see how much credit has been recaptured and what type of incidents are occurring most often (short ships, mispicks, etc.). This quantitative data drives an entirely new engagement level with Whataburger's distributors and suppliers. Whataburger uses the data to collaborate with partners and maintain the highest quality standards. Paula said, "with the data available from ArrowStream, we're able to hold our stores and partners accountable and drive bottom line savings in the process. Ultimately, we are future proofing our supply chain and continuing to drive innovation and efficiencies for our Brand".

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