CASE STUDY

Zenput by crunchtime

Chipotle uses Zenput to improve operations across their 2,600 locations

CHIPOTLE MEXICAN GRILL

THE COMPANY

Chipotle Mexican Grill is an American chain of fast casual restaurants in the United States, United Kingdom, Canada, Germany, and France, specializing in tacos and Mission-style burritos.

INDUSTRY

Fast Casual

LOCATIONS

> 2,600 Locations

While Chipotle has already established itself as a leader in fast casual dining that serves millions of customers per year, the company continues to innovate in every aspect of its business, from improving operations and team execution in every location to delivering more consistent customer experiences.

When Chipotle's Chief Restaurant Officer, Scott Boatwright, joined the company, he recognized a significant opportunity to help their above-restaurant leaders better evaluate the restaurants' performance and give them a way to objectively view their restaurants and enact action plans to improve operations overall.

That's why Chipotle partnered with Zenput to formalize that restaurant evaluation process in a digital ecosystem.

> Zenput has helped us, across the enterprise, run better operations.

SCOTT BOATWRIGHT,
CHIEF RESTAURANT OFFICER

Results

With Zenput, Chipotle has gained an unprecedented understanding of how each restaurant is doing operationally and has the ability to fix issues before they affect the customer experience.

- Field Leaders get visibility into how each of their stores are performing and ensure any issues that get uncovered are resolved in a timely manner.
- Executives have clear visibility into the work being done across all 2,600 restaurants.
- Store managers are included in the auditing process and feel more accountable for the performance of their restaurant.
- Improved operations create clean restaurants with a great atmosphere and great tasting food.

> **Our guests expect high quality from Chipotle, and when they come into our restaurants and our restaurants are really clean, our food looks great, and it's got a great atmosphere– a lot of goes back to the daily tasks we have in Zenput.**

CHIPOTLE MEXICAN GRILL

TODD LOUNSBURY,
FIELD LEADER

Challenge

Few national restaurant chains, let alone ones with thousands of restaurants, commit to cooking with fresh, whole ingredients and using classic culinary techniques at each of their restaurants. But Chipotle is no average restaurant brand.

Every morning in every store, Chipotle team members arrive hours before opening and start chopping vegetables, scooping avocados, grilling meats, and boiling beans. And with 2,600 restaurants, ensuring consistency and quality at scale is no easy feat.

Solution

In Zenput, Chipotle's 300+ Field Leaders and thousands of General Managers and Store Managers fill out their restaurant performance audits on mobile devices. Using Zenput's mobile application, they can walk around stores taking notes and pictures to objectively evaluate how each restaurant is performing.

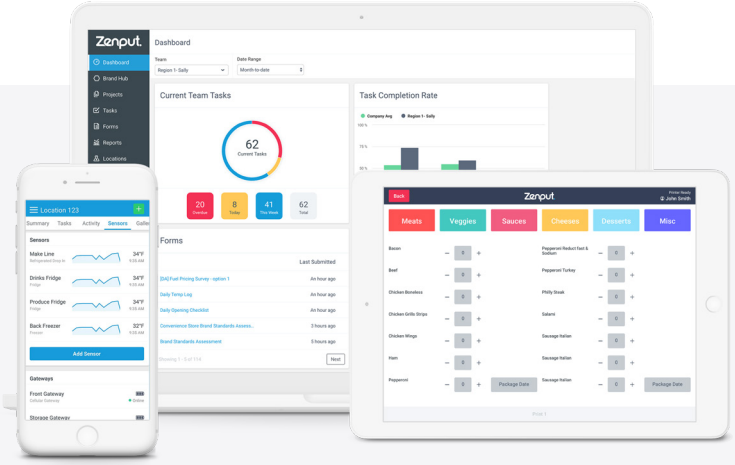
Whenever issues are uncovered at each store, Zenput automatically creates follow-up tasks that are assigned to the appropriate employee, so that field leaders, managers, and leadership can be confident that issues are not only flagged, but also tracked and resolved in a timely manner.

Chipotle's leadership team uses Zenput's robust reporting capabilities to get visibility into how stores are performing operationally. Through Zenput, they can see trends of audit scores, task completion rates, and use that information to identify and prioritize opportunities for improvement.

> You can't do what we do at scale without delivering on operations execution at a very high level, and our partnership with Zenput has helped us do that.

SCOTT BOATWRIGHT, CHIEF RESTAURANT OFFICER

Watch the *Operations Execution in Action with Chipotle* video here.



Zenput by crunchtime

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Crunchtime is how the world's top restaurant brands achieve ops excellence in every location. Our software, which now includes Zenput, is used in over 100,000 locations in 100+ countries to manage inventory, staff scheduling, learning and development, food safety, operational tasks and audits. For more information visit **crunchtime.com**