

CASE STUDY:



A Royalty Solution Helps Capriotti's Advance a Data-Driven Growth Strategy

THE CHARGE

Since its founding in 1976, Capriotti's Sandwich Shop has become an award-winning employer and a customer favorite, with approximately 115 locations in 16 states. Now, the leadership team is pursuing a growth target of 500 locations nationwide by 2025. By the

same year, the company aims to expand its subsidiary, Wing Zone, from approximately 60 franchises to 250.

Key to Capriotti's strategy is providing strong internal support for employees as the company grows. That calls for leveraging technology solutions that reduce manual tasks and streamline processes. The company recognizes that engaged, efficient employees are essential for expansion and profitability.

"We're a big proponent of engagement," says Brent Erwin, Senior Vice President of Finance for Capriotti's. "People are our biggest asset."

THE APPROACH

Rapid expansion makes it essential to onboard new franchises quickly. To help, Capriotti's uses

FranConnect's Royalty Manager, part of its Operations solution, to automate, track, and increase unit performance. Automating sales reporting, royalty calculation, and funds collection saves money, while easing employees' workloads so they can focus on strategic, growth-oriented activities.

When Capriotti's finalized its acquisition of Wing Zone in early 2021, for example, the finance team needed to bring royalty management and other operations under the Capriotti's umbrella.

Wing Zone had previously used a manual, ad hoc system that was more akin to an Excel spreadsheet than a robust software system. It lacked efficiency, offered limited tracking and—worst of all—left ample room for errors.

Moving Wing Zone to FranConnect Royalty Manager was a smooth transition. The product offers out-of-the-box integration with leading Point-of-Sale systems and required minimal configuration to connect with the existing Wing Zone technology. With automatic calculation of royalty and other fees, Capriotti's could instantly start to collect funds electronically.

RESULTS AND FUTURE PLANS

Moving Wing Zone to the FranConnect Royalty Manager platform was a game-changer. The platform is intuitive, easy to teach, and offers plenty of checks and balances to ensure accuracy. In addition, keeping all the royalty agreements in a single, accessible location has streamlined workflows.

With the growth plan underway, the leadership team is also pursuing another objective: transforming Capriotti's and Wing Zone into data-driven organizations. Here, too, FranConnect Royalty Manager will offer both tactical and strategic advantages.

With capabilities to run system-wide and per-unit revenue and expense trends through benchmarking, KPIs, goals, and sales reporting, Royalty Manager empowers Capriotti's to track and increase unit performance.

As the company expands, the ability to generate cross-market comparisons, as well as track profit and loss data, provides both high-level and granular insights that can quickly identify markets or locations falling behind to prioritize franchisee support.

With access to detailed, user-friendly dashboards, FranConnect Royalty Manager positions Capriotti's to turn data into actionable information— driving growth, increasing productivity, and improving the employee experience.

About FranConnect

FranConnect is the leading franchise management software provider. For 20 years, the FranConnect platform has served as the sales, operations, and marketing backbone for over 900 brands worldwide. Nine of the Franchise Times Top 10 Fastest-Growing franchise businesses rely on FranConnect to drive growth, improve profitability, and streamline operational performance. FranConnect customers span all sizes, growth phases, and industries and they grow 44% faster on average than the broader franchising market. Backed by private-equity investor Serent Capital, FranConnect is headquartered in Herndon, Virginia, with global follow-the-sun operations.

For more information on FranConnect, visit

www.franconnect.com.



13865 Sunrise Valley Drive, Suite 150
Herndon, VA 20171
+1 800-280-8305 (Toll Free)
+1 703-390-9300 (Outside US)

Follow Us:   