



CoInspect

TGI FRIDAYSSM



CUSTOMER PROFILE



TGI FRIDAYS

TGI Friday's is an owner, operator, and franchisor of restaurants throughout the world. Friday's, also known to many as "TGIF," was founded in 1965 by perfume salesman Alan Stillman on the corner of 63rd Street and First Avenue in New York as a place where people could meet and relax after work. The restaurant became an overnight sensation, catering to all different types of crowds and offering a guest experience where every night felt like it was Friday.



Since its founding, Friday's has grown to over 900 locations around the world. Friday's owes much of its success to its strong commitment to brand standards and outstanding customer service.



PROTECTING THE FRIDAY'S BRAND IMAGE AT HUNDREDS OF LOCATIONS AROUND THE WORLD

Non-compliance with brand standards can create a gap between how customers perceive Friday's and how Friday's wants to be perceived. TGI Friday's refers to its Non-Negotiable Brand Standards as the "guard rails" that hold the brand accountable—to the franchise itself, the team as a whole, and all of Friday's guests. Friday's relies on these standards because its customers demand the same experience at each of Friday's locations. This means that Friday's employees throughout the brand must all share consistent operating practices, treat customers the same way, and present an overall uniform image.

However, this is not an easy task, especially when the brand has hundreds of stores and thousands of workers who are geographically and culturally dispersed.

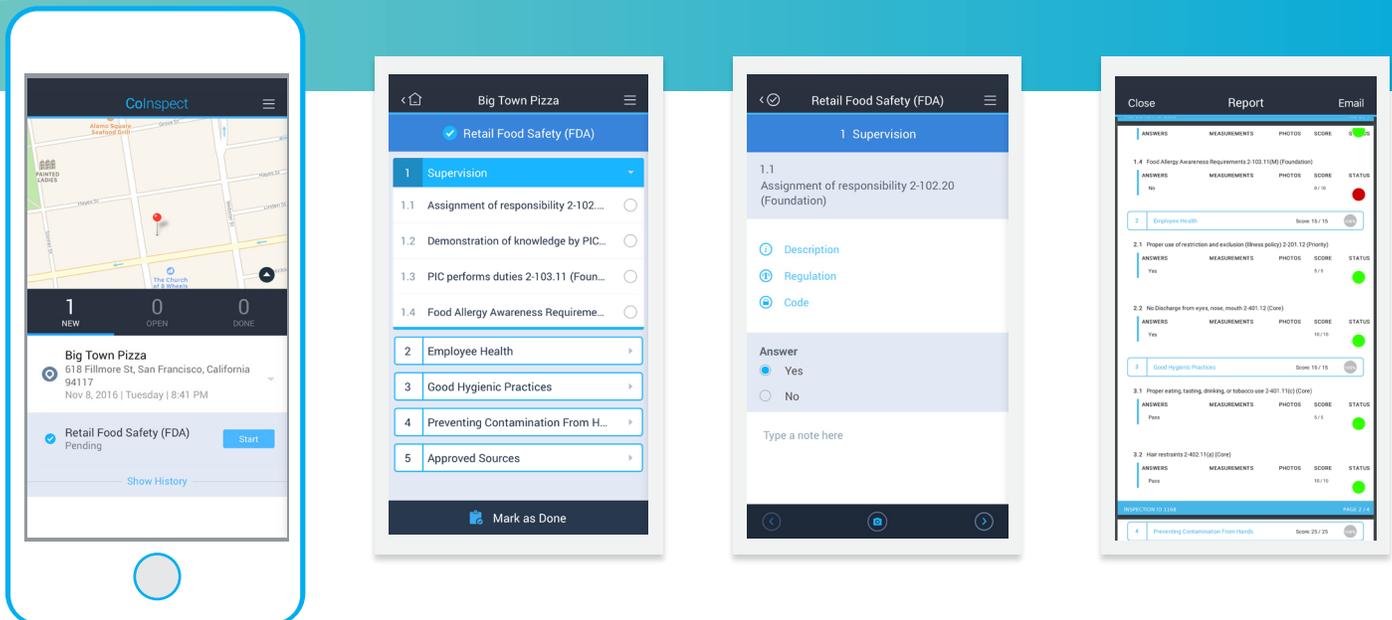
Prior to using CoInspect, managing operational tasks using paper-and-pencil clipboards and logbooks made the process even more challenging. Store managers and corporate executives were wasting significant labor hours on manual tasks and report generation. Paper-and-pencil methods often produced inaccurate information and got in the way of gleaming valuable insights and actionable data.

As a solution, Friday's is now using the CoInspect application to consistently enforce and encourage compliance with Friday's standards of brand excellence, as well as, streamlining operational workflow from the C-Suite all the way down to the hourly worker.



COINSPECT IS AN INNOVATIVE AND EFFICIENT TOOL THAT SAVES FRIDAY'S TIME AND HELPS PROTECT THE BRAND

Friday's uses ColInspect as a lightweight tool to that help maintain its quality and safety standards, and to ensure consistent and uniform "brand excellence" across its 980 units. The tool is "lightweight" because ColInspect is a mobile application that can be easily installed on a smartphone or tablet.



ColInspect provides Friday's with a digital content library of workflow "checklists" that are accessible on any mobile device, such as a personal smartphone, store-owned tablet, or corporate laptop. These checklists are utilized by Friday's workers to run store audits, conduct daily line and food safety checks, and enter manager shift notes and log entries. The ColInspect application is thereby helping Friday's maintain operational consistency across its locations while receiving actionable results.



Integrity, innovation, guest focus, empowerment, and responsibility are at the core of Friday's values. As such, Friday's is using CoInspect to drive these core values throughout the brand by helping managers save time and make communication easier, increase accountability and transparency, and improve overall performance.

COINSPECT IS SAVING MANAGERS TIME BECAUSE OF HOW EASILY ACCESSIBLE IT IS.



Chris Higginbotham
General Manager

Chris Higginbotham is a General Manager at TGI Friday's in South Charleston, West Virginia. Chris finds the app "very user friendly," and he says that it saves him and his team a lot of time. He and his staff no longer have to return to the office in the back of the house every time they need to make a log entry. According to Chris, his thoughts no longer "fall by the wayside" because he can quickly and easily record them right from the smartphone that he always has with him. In fact, since he installed the app on his phone, Chris logged in over X number of times in the first two weeks.

COINSPECT MAKES COMMUNICATION QUICKER AND EASIER.



Patrick Johnson
Manager

Running at least two shifts seven days a week, each Friday's location has various managers that work different shifts, and, due to days off, they may not cross paths with each other for days. Instead of relying on a physical log book in the back of the restaurant, CoInspect provides an instant, quick, and easy forum where managers can efficiently communicate across shifts.



Melissa Brown
General Manager

Patrick Johnson works alongside Chris as a manager at the South Charleston store. Patrick says that CoInspect app gives him peace of mind because it allows him to review daily log entries even when he is away from the restaurant, allowing him to stay in touch with his fellow managers and, as he says, "know what's going on at the store without having to call or text every two seconds." Managers at other Friday's locations share Patrick's sentiments. Melissa Brown is the General Manager at the TGI Friday's located in Cross Lanes, West Virginia. Melissa says that CoInspect allows her to quickly and easily communicate with her management team, conduct line checks more efficiently, and spend more time with guests. Doug Rech, the General Manager at the TGI Friday's in Roxbury, New Jersey, says, "CoInspect has made our lives so much easier."



Doug Rech
General Manager

COINSPECT INCREASES ACCOUNTABILITY, TRANSPARENCY, AND HELPS IMPROVE PERFORMANCE.



Friday's is using CoInspect to create one streamlined platform that is versatile enough to take on a wide variety of operational tasks at both the corporate and store levels. At the corporate level, CoInspect is helping Friday's Brand Excellence Managers – those who travel their assigned territories to conduct annual unit reviews of franchise locations – and report their brand compliance findings directly to corporate. At the store level, CoInspect is helping Multi-Unit Leaders provide feedback directly to restaurant General Managers who in turn can channel that feedback directly to associate managers. At the same time, associate managers are conducting food safety audits using and making daily log entries using CoInspect so that feedback is given to line staff.



By adopting CoInspect, Friday's has a means to collect data and glean valuable insights captured at the national, regional, local, and individual levels.



CoInspect

Based in San Francisco, CoInspect builds powerful software to manage quality, safety, and brand standards. Hundreds of government agencies, major corporations, small businesses, and nonprofits depend on us to manage legal compliance, quality assurance, and daily operations. To learn more, visit us at www.CoInspectapp.com.