



**RESTAURANT
MANAGEMENT SOFTWARE**

SUCCESS STORY

MOOYAH



MOOYAH Burgers, Fries & Shakes Success Story

MOOYAH Burgers, Fries, & Shakes is an emerging leader of the “better burger” fast casual segment. The family-friendly menu features made-to-order hamburgers using 100-percent fresh American beef, fresh buns baked in-house, hand-cut French fries made from high quality Idaho potatoes, and handcrafted shakes made from real ice cream. MOOYAH ranked #1 in Fast Casual’s “2009 Top 100 Movers and Shakers” and has ranked on the list every year since. The MOOYAH Burger franchise has grown from humble Plano, Texas roots into a major player through quality products, impeccable guest service, and forward-thinking technology innovations like their fully integrated MOOYAH Rewards App. MOOYAH began franchising in 2007.

Business Challenges

With such rapid growth, MOOYAH needed visibility into POS data across multiple regions to help make well-informed business decisions quickly. It was also becoming increasingly important for existing and new locations to have access to a cloud-based reporting system to manage accounts payable, payroll, inventory and recipes.

“As MOOYAH became more focused on data, we found ourselves in need of a central reporting system. CTUIT enabled us to couple this with technology that increased operational efficiencies at all locations.”

- Jessica Wescott
Director of Finance

The Solution

In January 2015, MOOYAH partnered with Ctuit in order to better manage food and labor costs through data analytics. By implementing the RADAR Business Intelligence solution, MOOYAH is now able to gain insight into real-time sales and performance metrics through a robust reporting website and mobile application.

COMPANY OVERVIEW

MOOYAH Burgers, Fries, & Shakes is an emerging leader of the “better burger” fast casual segment.

BUSINESS SITUATION

MOOYAH needed a cloud-based reporting system to manage business functions as they rapidly grew.

KEY RESULTS

MOOYAH implemented Ctuit RADAR and have seen improved profitability and operations through increased food and beverage cost management.

The Results

MOOYAH has been able to increase profitability and improve operations by better managing both food and labor costs. RADAR's Advanced Labor Scheduling made employee scheduling more efficient and helped reduce labor costs in even their highest volume unit by providing visibility into sales forecasting. "As MOOYAH became more focused on data, we found ourselves in need of a central reporting system. CTUIT enabled us to couple this with technology that increased operational efficiencies at all locations," said Jessica Wescott, director of finance for MOOYAH. "We have seen a significant reduction in COGS in our corporate locations and are now releasing the functionality to our franchisee base in an effort increase profitability across the system."

Additionally, having a single view into all transactions across their locations has helped the finance department become more efficient with their time and analytics. For example, having information such as the average customer check at a fundraiser at their fingertips allows them to publish data insights to the system quickly.

The simplicity of the system was also very important at MOOYAH. As with any franchise-system, MOOYAH wanted to ensure that their partners were able to roll-out and use the software quickly. "Relationships are extremely important at MOOYAH," said Wescott. "Our franchisees are our customers, and we look for our vendors to be partners with us in serving our franchisees. Ctuit embraced that role and quickly became a valued member of our system."

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 To learn more about Ctuit, please call us at (415) 884-4888 or email sales@ctuit.com.

