

dtcforce | Hospitality

STORIES

INFUSING HOPE WITH THE ART OF SUSHI

Tailored Solution for Kibo Sushi





Leading the Way in Restaurant Franchising

Kibo is a Canadian sushi chain brand offering high-quality, accessible selections of sushi and other Japanese food choices. A prominent player in the Canadian restaurant franchising industry, Kibo established itself as a leader in the sushi restaurant sector with a growing network of franchises across the country, Kibo has built a brand synonymous with quality and authentic Japanese cuisine.

As Kibo Franchising expanded, the decentralized nature of their operations began to pose operational challenges. The company struggled with fragmented data systems, which hindered effective communication and reporting across its franchise network. Franchisees lacked a centralized platform to access critical documents and communicate with the head office, leading to inefficiencies and inconsistencies in operations.

Managing A Rapidly Expanding Franchise Network

As the company continued to expand, managing the increasing complexity of franchisee operations became a significant challenge. The need for a centralized system to streamline franchisee data management, improve communication, and enhance reporting capabilities became apparent.

Additionally, the absence of a robust reporting system made it difficult for Kibo's management team to gain real-time insights into franchise performance, hindering strategic decision-making. Kibo needed a solution that could centralize franchisee data, streamline communication, and provide powerful reporting capabilities to support its growth and operational efficiency.

Kibo Sushi then decided to partner with DTC Force to implement a comprehensive Salesforce solution tailored to their unique business needs.



A Tailored Salesforce Solution for Franchise Management

DTC Force was tasked with designing and implementing a Salesforce-based solution that would address Kibo's operational challenges. The project focused on creating a centralized franchisee management system using Salesforce Sales Cloud and Experience Cloud.

A franchisee portal was developed, allowing franchise personnel to log in and access their franchise-specific data securely. This included the creation of custom data structures to store and manage detailed information about each franchisee, including location, employee details, and financial data. Moreover, the system was designed to ensure that each franchisee only had access to information pertinent to their specific franchise, maintaining data security and integrity across the network.

Enhancing Communication and Data Management



One of the key features of the new system was the introduction of a centralized communication platform within Salesforce. This platform enabled Kibo's head office to send announcements and notifications directly to franchisees through the portal and email, ensuring timely and consistent communication across the network.

Additionally, a comprehensive document management system was established, allowing franchisees to easily access important materials such as training guides, marketing assets, and operational manuals. This system not only streamlined communication but also significantly improved the accessibility and management of critical documents.



Powerful Reporting and Data Insights



DTC Force developed custom reports and dashboards to provide Kibo's management team with real-time insights into franchise performance. These tools allowed the team to monitor key metrics such as revenue, expenses, and employee data across all franchises.



The ability to generate detailed reports on demand enabled Kibo to make informed decisions quickly, supporting their strategic goals and operational efficiency.



Furthermore, the system's capability to handle large volumes of data ensured that Kibo Sushi could scale its operations without compromising on data accuracy or performance.

Driving Operational Excellence and Future Growth

The successful implementation of the Salesforce solution marked a significant milestone in Kibo Franchising's journey toward operational excellence. The new system not only addressed the immediate challenges of managing a growing franchise network but also positioned Kibo for future growth. By centralizing data management, enhancing communication, and providing powerful reporting tools, Kibo is now better equipped to support its franchisees and drive business success.

The partnership with DTC Force has proven to be instrumental in transforming Kibo's operations, enabling the company to continue its expansion while maintaining the high standards of quality and service that have become its hallmark.



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