

PROFILE

Front Burner Restaurants

Front Burner Restaurants, LP. is a dynamic group that creates, incubates and grows innovative restaurant concepts. He has been an integral developer of four new restaurant concepts. Front Burner has four restaurants scheduled to open by the end of 2010 with a few more in the discovery phase.

Industry:
Restaurant Group

Headquarters:
Addison, TX

IN BRIEF

Objectives:

- Create a user-friendly enterprise social network.
- Accomplish a high level of adoption company-wide.
- Increase employee interaction.
- Manage documentation, including training and franchising materials.
- Streamline the process of knowledge sharing.
- Coordinate marketing efforts.

Solution:
Clearvale Enterprise

CASE STUDY

"We upload our weekly focus emails as blog posts. It's important information, such as company status and projects we're working on. Instead of misplacing the email and spending time looking for it, we can now easily find the blog post, online, with Clearvale."

- Meggie Miller, Director of Marketing at Front Burner Restaurants

Business Case

Experiencing a tremendous growth rate since 2005, Front Burner Restaurants needed something to enable their restaurants to share knowledge and collaborate more easily. They had already invested in an online database in 2008, but they needed something more user-friendly for their staff. Impressed with BroadVision's Clearvale and its ease of use and range of features, Front Burner Restaurants decided to use Clearvale for one of their chains's enterprise social networking needs.

How They Did It

They achieved these goals by training high-level employees in maintaining an online social profile, having a fully committed champion within the company, and requiring that their employees use this new tool when they were looking for information or had questions. The results?

Results

- 100% adoption rate with General Managers and high adoption rate among staff, even among the less technically savvy.
- Major decrease in time and resources devoted to maintaining intranet.
- Reduced reliance on email.
- Weekly blog posts from the Director of Operations.
- Efficient access to training documents and franchise information.
- Quicker on-boarding of new hires.
- Better alignment of franchise marketing