

DTT BUSINESS TRANSFORMATION STUDY



At A Glance

Owner Name	Karen and Neal Gower
Company Name	PH 413 Inc.
Operation	Auntie Anne's Pretzels

The Gowers have been a part of Auntie Anne's® for almost 6 years and operate in the Burbank, Ohio area.

Key Challenges

- Existing system broke down and needed to be replaced. It didn't work most of the time so we were looking for something more reliable.
- The main problem was crew members not adhering to company policies and procedures.

Why DTT was Selected

- We were introduced to DTT at a local convention where we had the opportunity to view the technology first-hand and were impressed with what they had to offer. Viewing live footage was great because I knew exactly what I would be getting from DTT!
- The sales rep did a great job of following through during the initial set-up process.

Implementation Best Practices

- The system has proven to be a great learning tool for my crew. The opportunity to review footage with the team and learn from both mistakes and/or excellence is irreplaceable.

Financial and Strategic Benefits

- We don't have an issue with theft so did not see a significant financial impact. Strategically, however, our crew has improved a great deal.
- They have always been very honest but have become even more so because they know they are being watched.



PH413,INC.

An Auntie Anne's® Franchisee

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The Auntie Anne's Experience (Phone Interview)

We initially bought the system because we wanted to make sure that our staff was upholding company procedures when it came to serving hot and fresh products to our customers. After considering a few surveillance options, we chose DTT because it was the only company that really wanted to help us out it seemed! The team made sure to provide us with all the information upfront and did a good job of following-through until the install.

From the start we knew we'd be using the DTT system mainly as a training tool so that is the area where it has been most efficient. At the same time, it has also become an important counseling tool. One example of a great counseling experience took place with an employee who was caught texting while attempting to work at the same time. Texting is strictly forbidden during working hours so when we reviewed the footage of this employee washing the dishes and texting at the same time we recognized an opportunity for her to learn from the mistake. We immediately scheduled a time for us to review the video together and once she saw it she admitted that she wasn't washing the dishes well and was more focused on the texts. Our whole team suffered from the incident because we put much more emphasis on the "no-texting" policy but as a result they now know not to text while working and therefore are much more productive!

Overall, since installation, the quality of my operation has improved a great deal. We can monitor how long food has been in the pretzel warmer, keep track of cook times, and also make sure that employees are in fact preparing food correctly. Customer service has also improved significantly as a result of the cameras being in place. Even with a great crew, we cannot avoid the occasional disagreement with customers; but, with DTT, it's not only our word against the customer – we can actually see and hear any incidents that take place to ensure a fair argument.

DTT's service has been great. When we have questions about our SmartAudit™ or want to make changes it is really easy and the team is very responsive. Speaking of SmartAudits™, they are phenomenal. If a restaurant owner does not currently receive these audits they should request them immediately! We post our audits on the crew bulletin board every 2 weeks and make comments about each and every picture. We discuss where and why we are losing points and also reward members who are doing well. By acknowledging high scores, our crew is encouraged to always operate up to the best of their abilities. Those audits are critical to our business.

As a restaurant operator, I highly recommend DTT, and most importantly the SmartAudit™ tool. It is like your own in-house mystery shopper! There is no better way to see what your staff is doing in the backroom or at the store front, how they are preparing food, and handling customers. Mystery shoppers will not catch things they can't see, SmartAudit™ will.

- Karen Gower, Owner/Operator

About Auntie Anne's®

Auntie Anne's® is the world's largest hand-rolled soft pretzel franchise known for mixing, twisting, and baking pretzel products to golden brown perfection in full view of customers. With a variety of snack and meal options for people on-the-go, Auntie Anne's is a popular quick-service restaurant that can be found in shopping malls, airports, train stations, and colleges/universities. It currently operates nearly 1,100 stores around the world. Headquartered in Lancaster, PA., Auntie Anne's has more than 300 franchisees in 44 states and 22 countries, which includes the United States, Bahrain, Mexico, Canada, China, Egypt, England, Greece, Honduras, Ireland, Japan, Kuwait, Philippines, Saudi Arabia, Singapore, Taiwan, Thailand, United Arab Emirates, Indonesia, Malaysia, South Korea and Venezuela. Go to www.auntieannes.com to learn more.

About DTT Surveillance

Headquartered in Los Angeles, California, DTT provides Digital Video Surveillance solutions for the Restaurant and Hospitality industries. DTT was founded in 1999 by Sam Naficy, leveraging the power of emerging digital technology to support the needs of a broad base of clientele. Since first launched, DTT has equipped, serviced and supported more than 25,000 clients. Every day, software provided by DTT protects trillions of dollars in assets and oversees nearly 2 million employees. Some of the world's most popular and respected restaurant brands use DTT including McDonald's, Subway, Burger King, Dunkin Brands, TGIF, Taco Bell, KFC, Baja Fresh, Focus Brands, and Dairy Queen, to name a few. Please visit www.dttusa.com for more information.