



Success Story: Forever Yogurt

Scooping Up Labor Savings with HotSchedules





In a Snapshot

Forever Yogurt® is not your average yogurt shop—it's hip, and cool, and also the first self-serve yogurt concept to hit the Midwest's scene. Perhaps that's why the their grand opening lines rival those at the Apple store when a new iPhone is released.

With five corporate locations, five more opening soon and 17 franchises coming as well, there's no question that Forever Yogurt® has found a way to make self-serve yogurt work very well, even in the snowy Midwest.

Sweet Success and Growing Pains

While riding the wave of "what's cool in America" is fun and enormously gratifying, it doesn't come without its pains. Labor pains, specifically. Forever Yogurt® manages their employees centrally, and with 10-12 employees per location during slow seasons and up to 20 per location in high seasons, managing the employee schedule was beginning to take a toll as more and more locations were added—as in an all-day-to-deal-with-the-schedule kind of toll. One full day utterly lost to the manager who had to man-handle the spreadsheets and then get them out to employees.

"It was our first big summer, and we had a lot of new employees, and there we were doing employee scheduling the old-fashioned way on a spreadsheet," says Jamie Lynn, VP of Store Operations. "Even when you have someone who is very familiar with spreadsheets, it was taking nearly an entire day to create the schedule. Then we have to update and correct it, then shoot it out to everyone, and then deal with the requested changes that inevitably came in." Lynn knew there had to be a better way, but wasn't sure where to look. She knew they needed the right tools to support their growth and the spreadsheet wasn't cutting it. She said to her husband, "I wish there was something where you could just plug in all the schedule information and click a button and poof, instant schedule." He suggested she build such

Their Story

After experiencing a period of rapid growth, Forever Yogurts' Operations Team went looking for a more modern way to schedule employees after years of using unreliable spreadsheets.

Challenges

- Scheduling using a spreadsheet had become an all-day task.
- Spreadsheets couldn't scale with the company's growth goals.
- Managers didn't have a solution to ensure every store hit their 15% labor target.

Products

- HotSchedules

Results

- HotSchedules helps stores meet their 15% labor target.
- Auto-Schedule and Weather Widget features help managers build more accurate schedules.
- Easy-to-use scheduling app gives employees access to their schedule from anywhere.





**HotSchedules
ensures stores hit
15% labor target.**



**Employees have easy
access to schedules
and communication
through mobile app.**



**Schedules are more
accurate.**

a tool, but she decided to keep her focus on building a yogurt empire instead and find someone else who already had the expertise.

Finding the Experts

Walking the National Restaurant Association Show in Chicago, she fortuitously happened upon the HotSchedules booth. "I stopped because of the name. I figured HotSchedules must have something to do with employee scheduling, and I was right," she says. Within days of returning from the show, she had signed up the corporate locations.

But she was quick to point out that signing up with HotSchedules wasn't always a sure thing. Lynn notes, "The truth is, I did a lot of research on labor management tools and even tried out another option at one of my locations. After using it for a while, everyone was begging us for HotSchedules. The other scheduler was still in the process of being built, and while they were willing to give us what we asked for, I didn't have the time or patience to help them build something that had already been done so well by HotSchedules."

With the decision in place, everyone was ready to get going with the new system. Lynn adds, "I was also excited to get started." So much so that she didn't want to bother with training. "I just wanted to get in there and get going, but since I did the training, I realize how important that step was so we'd really understand how to use all the modules. Now I require everyone to watch the training video before logging in for the first time. After that, it's easy to use and there isn't any confusion."

She also appreciates the HotSchedules Welcome Sheets, which are printed out by managers and contain a new user's login information. "Everyone gets their sheet after they watch the training video and we never have problems with employees not knowing how to log in, or even what to do if they forget their password."

Serving Up Results

The Forever Yogurt® staff have a lot of favorite HotSchedules features. The biggest one though, is the employee scheduling app. "I employ a lot of younger employees that are very tech savvy and having the app feature is ideal," explains Lynn. "They all have iPhones and really like being able to jump on their phones to check their schedule at any time."



With HotSchedules, our continued success in managing our labor is guaranteed!



-Jamie Lynn,
VP of Store Operations,
Forever Yogurt®

Managers really appreciate the ability to block certain days that employees can request off. "During Holidays or our Summer Street Festival, we know we're going to be really busy, and we can't afford to have a bunch of people asking off. With HotSchedules, I can just block those days so people know they are big sales days and we need all hands on deck."

"Weather is a huge predictor of sales for us. Using the HotSchedules weather widget, we created a level system in HotSchedules to know how to schedule based on forecasted sales. We know exactly how many people should be there, and we can click on the HotSchedules Auto-Scheduler feature to get exactly the right number of people in the exact right places."

The results are equally impressive. "HotSchedules really helps us keep our labor at our target of 15 percent per store. It makes it extremely easy to check the percentage at any time, and make adjustments as necessary. It definitely helps put us in control so we can keep labor costs down."

The Future of Forever

HotSchedules has become an integral part of Forever Yogurt's operations, and one that continues to save them time and money. "HotSchedules makes us more efficient, which is why I require all of our franchisees to use it. There's no reason for anyone to have to waste their time learning how to do employee scheduling the hard way. I want it to be easy, something even a young team leader could do. With HotSchedules, our continued success in managing our labor is guaranteed!"



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