



## Domino's Pizza franchise is reducing business costs and employee turnover with efficient communication

M&G Pizza Enterprises is a Domino's Pizza franchise, headquartered in Central Arkansas. Established in 1991, M&G now has over 650 employees serving over a million customers from 26 stores across Arkansas and Ohio.

After a period of rapid expansion, M&G's internal communication inefficiencies caught up with them. Gaps in communication led to misspent man hours, inconsistent operations between locations, diluted information from leadership, untrained team members, costly food waste, and struggles with employee retention. To overcome this, the franchisee decided to streamline communication, connect stores, and build a richer company culture with the **Jostle®** platform.

<b>Company:</b>	M&G Pizza Enterprises
<b>Size &amp; Locations:</b>	650 employees; 26 stores
<b>Sector:</b>	Retail
<b>Interviewees:</b>	Brent Medders, Founder & CEO Caleb Archer, Project Specialist
<b>Participation:</b>	<b>94%</b> monthly



*“We know our success is determined by people—not processes or procedures. The Jostle intranet has enabled us to dramatically impact our culture by reinforcing team member involvement and awareness. This focus directly translates into real ROI; and not only for the company, but for our team members too.”*



**Brent Medders**  
Founder and CEO, M&G

## Challenges and goals

M&G experienced ongoing and unnecessary operational challenges due to unconsolidated communications tools. The company didn't have an effective and standardized way to share important internal updates or build a culture of collaboration across their locations. Communication itself became a costly and time-intensive burden.

“Our phones were ringing and buzzing non-stop—phone calls, texts, emails.”, Caleb Archer, Project Specialist at M&G told us. “Which one do you need to check first? Even if a message was for recognition or celebration it was still, at that point, almost a nuisance.”

M&G had four key challenges and goals to overcome them. These were:

### **Challenge #1. Inconsistent and missed messages were leading to lower performance**

As M&G expanded, the leadership team struggled to deliver important updates consistently across all locations and team members. Part of the reason for this was the mixed bag of tools they were using—a combination of email, texts, and messaging apps. It was hard to keep track of who responded to which tool, who was in each chat group, and if managers received the messages.

“At times, managers were mistakenly left out of important updates, and information was not consistently communicated across the company. Messages were misinterpreted, diluted or forgotten,” Caleb said. “Often, the excitement, initiative, and resolve gleaned from company



manager meetings and events would quickly lose steam and did not carry over to the rest of our team members.”

This resulted in a weak connection between the leadership and store-level members, so awareness of company updates, goals, and achievements was minimal. Operational improvement was difficult because team members didn't always have the most up-to-date information.

**Goal #1:** Keep everyone well-informed and excited about targets and initiatives by bridging the gap in communication between leadership, managers, and part-time team members.

**Challenge #2. Poor communication between store managers led to wasted time and money**

In an ideal world, the store managers at M&G would be well acquainted with each other and collaborate. If the managers had a sense of community and a standard network of communication, they would reduce unnecessary costs and provide better service. Caleb explained:

“If a store was running short on a product or had a product that they needed to offload, the best thing to do would be to reach out to a neighboring store and spread out those resources so we aren't running out of product or throwing product away due to expiration.

However, often I would find out after the fact while reviewing numbers that food was thrown away or a store ran out of product. That had nothing to do with the inability to communicate, we were just a very segmented business at that time.”

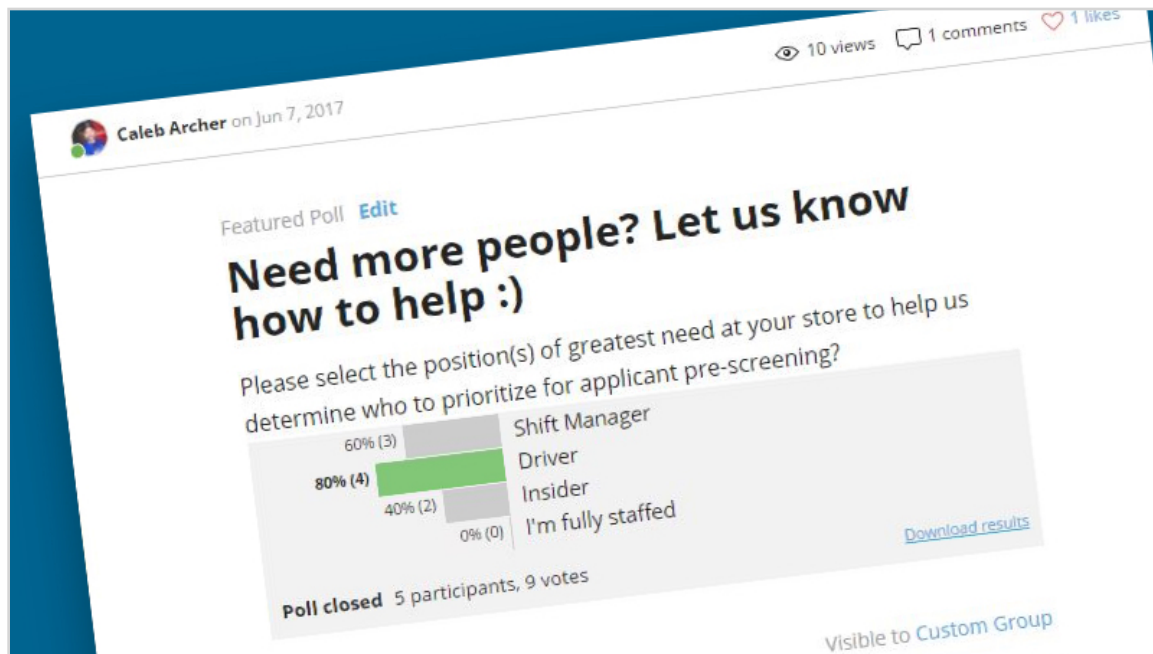
*“We knew we had to get our store managers off their “islands” and find a better way to connect them with each other. We had so many different forms of communicating that communication itself became a problem.”*



**Caleb Archer**  
Project Specialist, M&G

Managers were rarely collaborating or communicating between locations and this became a costly problem for M&G. Managers would either not reach out at all, or they would reach out to leadership—thereby making the leadership team the middle-man for communication. This was an inefficient process that took up leadership’s valuable time and made communication a burden.

**Goal #2:** Save money by reducing waste and improve communication processes by breaking down barriers between managers.



M&G using Polls to manage resources

### Challenge #3. Unnecessary turnover due to a lack of connectivity and community

Due to the diluted messaging that team members in the stores received, they often didn’t see the big picture or feel part of something greater. Team members at each location existed within their own in-store bubble, unaware of how important they were to the company as a whole.

“The communication gap resulted in misconceptions about our company cultural values concerning the importance of our team members to the company. This led to low morale and costly (sometimes unnecessary) turnover,” Caleb shared.

“We wanted to be able to easily and almost effortlessly recognize and reward our team members and celebrate achievements. That’s really hard to do through texts and emails, especially if they are not read and the messages are only going to our managers.”

**Goal #3:** Build a cohesive culture and reduce turnover by extending communication and recognition to every employee.

*“Each store was operating as its own little company. They were very disconnected from the big picture and the culture, and didn’t feel as though they were a part of something greater. We were hoping that would change with The Jostle intranet, and it has.”*



**Brent Medders**  
Founder and CEO, M&G



All M&G staff are in the loop with communication



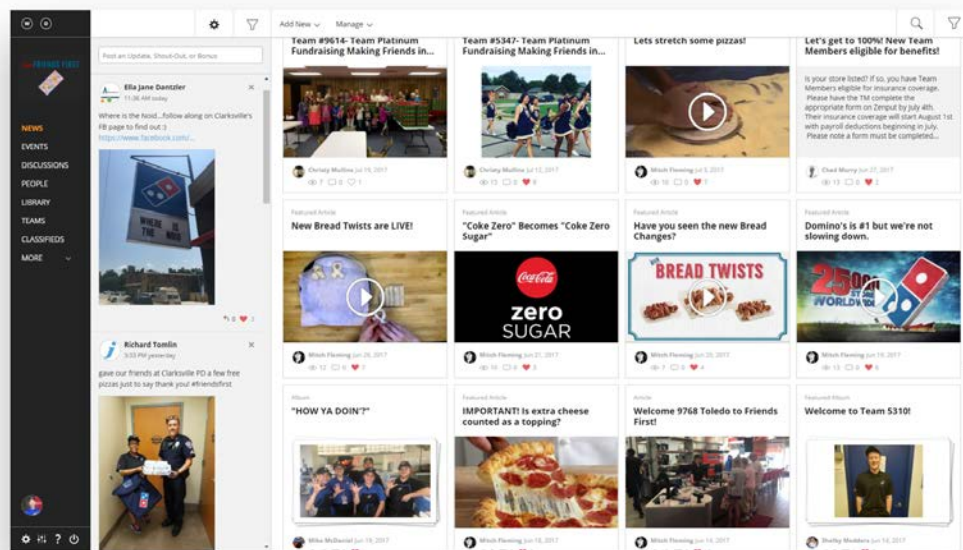
#### Challenge #4. Operational resources and best practices were impossible to find quickly

With a mixed bag of communication tools and no central hub for storing documents, M&G wasted too much time trying to find important information, HR and training documents, and reference messages.

"It became increasingly difficult and time-consuming as the company expanded," Caleb told us. "There wasn't a centralized resource or designated place to find the tools and information needed."

M&G needed a go-to place for all of their standard documents and urgent updates. Independent stores needed an easy way to share best practices in order to benefit other locations.

**Goal #4:** Efficiently access important documents, as well as listen, learn, and share with each other.



M&G's NEWS view

## Solution

After researching several communications platforms online, in addition to reaching out to others in the industry, M&G chose The Jostle intranet. They started learning and configuring the Jostle intranet for implementation in June of 2016. Since the roll-out, M&G has streamlined communications and effectively reinforced their culture of putting people first. They use the Jostle platform daily to train, engage, motivate, celebrate, reward, and recognize team members at every level of the operation.

*“After implementing the Jostle platform, the company culture began to shift from the inside-out. Collaboration and unity through a people-focused platform allowed us to take our operation to the next level.”*



**Brent Medders**  
Founder and CEO, M&G

### Solution #1. Managers are now communicating and sharing

With the use of the Jostle intranet chat feature—DISCUSSIONS—managers are communicating with each other one-on-one and in group chats. This means the burden of middle-man communication has been removed from leadership and the stores are running more efficiently while wasting less time and money. Caleb told us:

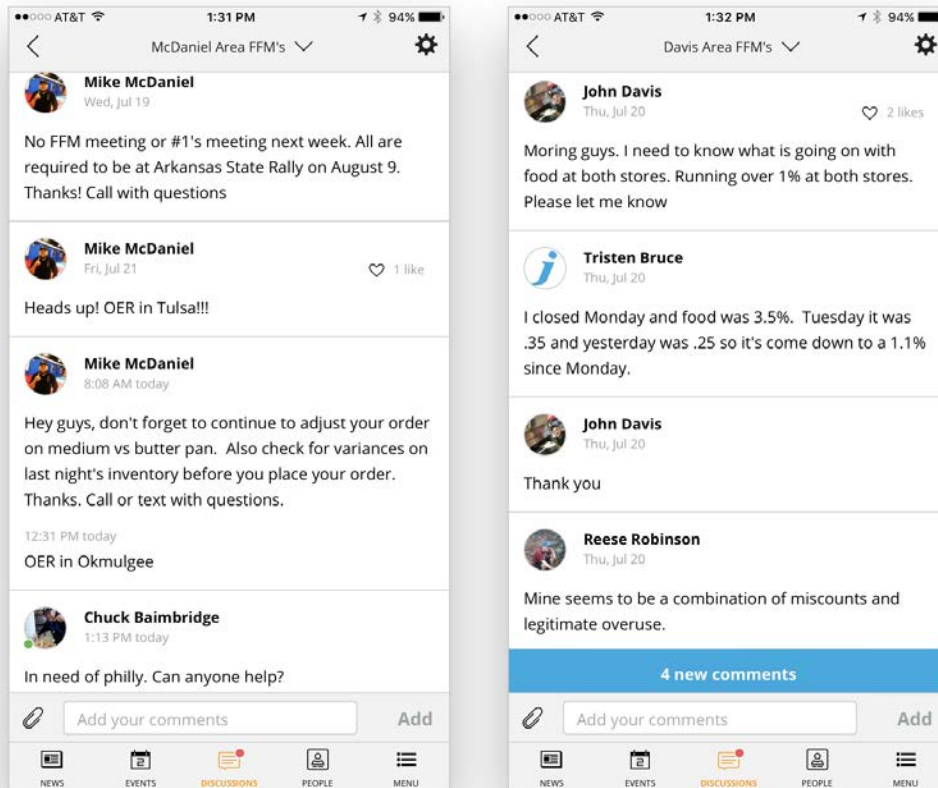
“The managers are talking to each other about different aspects of the business and many of those discussions are based on operations.

One will say ‘Hey, I have a shortage of people or product,’ and instantly every manager in that area is aware and can offer solutions; either ‘Yeah, I’ve got some of that product. Come by and pick it up,’ or, ‘I’ll send someone over to help your store out on Friday night if you don’t have enough drivers.’

That collaboration is now there and that’s huge. It means we’re helping each other avoid costly mistakes, and managers and supervisors aren’t overwhelmed by urgent messages



coming from so many different places. They have more time to focus on their team members, customers, and operation.”



M&G managers use Discussions to streamline operations

## **Solution #2. Communication is reaching everyone and it's easier than ever**

M&G makes the most of the Jostle intranet's NEWS view, Activity feed, and Polls to keep everyone up to date with company news and get feedback from their teams.

"M&G's Founder and CEO, Brent Medders, has a video blog in NEWS that he's created so he can speak directly to everyone in the organization on a regular basis," Caleb told us. "We also use NEWS to give updates on promos, share best practices, and for supervisor area weekly updates."







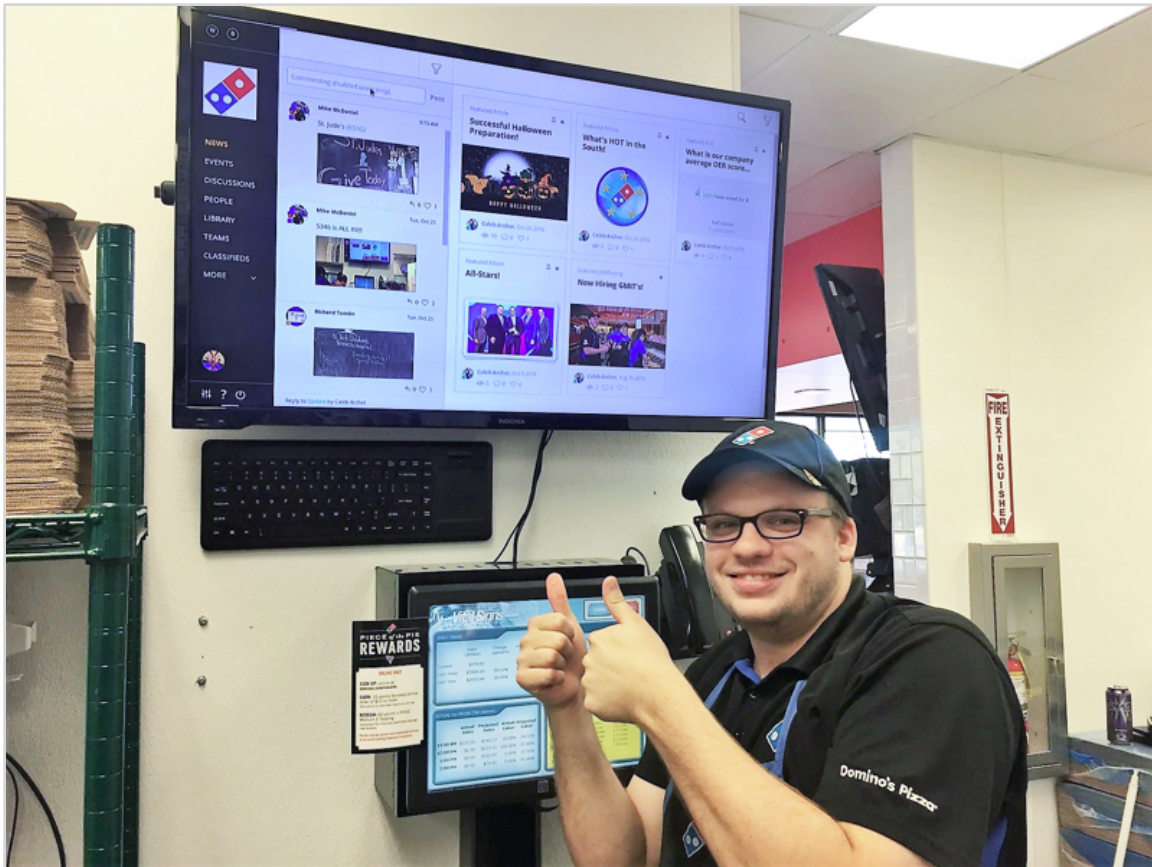
CEO Brent Medders stays in touch with a video blog

We know that all of this communication is reaching all the way to our hourly workers because we've built a Digital Communication Area in each of our stores. This is a 40" monitor in the back of each store, viewable by all employees, and the Jostle intranet's NEWS and ACTIVITY view is displayed on this monitor during all operational hours.

It's an additional engagement piece that is critical to connecting our employees to each other and the company as a whole. The interface of the Jostle platform allows us to do this, and that was one of the key reasons we chose it."

### **Solution #3. All employees are receiving recognition and turnover is declining**

M&G's Activity feed is lit up by recognition and rewards for everyone. Not only are leaders recognizing managers, but managers are recognizing their part-time team members and outwardly celebrating accomplishments using the Jostle platform. Thanks to the Digital Communication Area in M&G stores, the entire company can celebrate.



A Digital Communication Area for all to view

"For instance, on Monday we had a Shout-Out from a manager who has a picture of a chalkboard that's in the store. It has different team member names on it with their fastest pizza maker times. Those hourly team members are getting recognized in photos and in Activity Updates like that by our managers all the time," Caleb said.

M&G is also regularly celebrating new team members now. Caleb told us: "We'll post a company-wide NEWS Article or Album that has pictures of our new team members and it's a celebration that shows our excitement and welcomes them to our team."

"All of this recognition and celebration has increased employee engagement and morale, and part-time workers finally feel they are a part of something bigger."



Good work is recognized with the Jostle intranet

#### **Solution #4. Important information and knowledge is easy to access and share**

M&G is making good use of many features in the Jostle platform to ensure best practices are shared and important documentation is on-hand:

- They're using NEWS view as a central place to share new product information, upcoming promotions, operational goals, HR updates, and training videos. This means updating and training is both efficient and consistent.
- They're storing essential documents in the easy-to-access LIBRARY so team members are no longer wasting hours hunting for administrative documents or forms from their office and external reps.
- DISCUSSIONS has become a place for knowledge sharing between the stores. Managers ask each other questions and share best practices or improvements they've made at their own locations. This means the collaborative knowledge of the company is growing and operations are improving exponentially, simply by breaking down communication barriers.

"We've improved our operational evaluation report (OER) scores by sharing best practices and communicating goals daily," Caleb told us. "It's easier than ever to keep everyone up to

date with training and urgent updates. One supervisor in particular, who embraced the Jostle intranet from the start, currently has one of the highest OER average scores in the entire South Region, as well as the highest OER average score in the history of M&G.”



M&G's OER score before and after the Jostle intranet

## Results

The improved communication at M&G has revolutionized the way they're working. Not only has the richer culture brought people together and given them an understanding of the importance of their place within the company, it's delivered some hard hitting results:

- **Result #1.** Reduced waste by collaborating and providing consistent and efficient training.
- **Result #2.** Reduced inefficient communication, for more time to accommodate 20% PCYA (Percentage Change, versus Year Ago) year-to-date sales increase.
- **Result #3.** Reinforced people-focused culture to increase employee retention and engagement.
- **Result #4.** Decreased liability by increasing awareness of safety standards, policies, and procedures.



We're extremely happy to see that the Jostle intranet is helping M&G improve their business operations and reduce costs. We look forward to seeing and supporting their ongoing progress in the months and years to come.

## About Jostle Corporation

Jostle's **People Engagement**® platform is helping organizations around the world become extraordinary. It creates connected and vibrant workplaces by engaging employees, enabling communication, and driving workplace culture. Our customers achieve employee participation rates of over 85%—that's 5X industry norms. For more information contact [info@jostle.me](mailto:info@jostle.me) or visit us online at [www.jostle.me](http://www.jostle.me).

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