



# Success Story: Hopdoddy Burger Bar

Accelerating Growth with HotSchedules, Now Powered by Fourth





In a Snapshot

**H**opdoddy Burger Bar burst onto the scene in Austin, Texas, in 2010, quickly becoming a staple of the bustling South Congress cultural and shopping district. And in the seven years since that first opening, the fast-casual concept has expanded to 18 locations across four states. The popular brand serves up a variety of creative burger combinations—a lamb burger topped with feta and tzatziki, a juicy Angus beef burger with a dollop of chili and Fritos—and local craft beers.

Since its inception, Hopdoddy has generated a loyal fanbase; a line out the door and around the side of the building is almost a mainstay at the flagship South Congress location. For the last three consecutive years, Business Insider has named Hopdoddy the best burger joint in America. And that fanfare is well-earned—the restaurant’s hip, funky atmosphere is infectious, and so is the team’s attitude.

That popularity has also played a role in the brand’s rapid expansion, allowing the business to scale quickly. The company’s latest concept opened in Houston, Texas, in May, with more openings slated in 2017.

And HotSchedules has helped drive that growth, says Director of Training at Hopdoddy Burger Bar, Kelly McCutcheon. In fact, Hopdoddy opened in 2010 with HotSchedules as their scheduling solution. “We’ve always had HotSchedules in some form or another,” says McCutcheon. “As HotSchedules has innovated, we’ve been able to take advantage of that.” Hopdoddy

## Their Story

Hopdoddy Burger Bar was founded in 2010 by restaurateurs Guy Villavaso, Larry Foles, Larry Perdido and Chuck Smith. The Austin, Texas-based fast-casual concept specializes in creative gourmet burgers and a vast selection of craft beers. After originally launching with HotSchedules, Hopdoddy has grown to 18 restaurants, with 1,000+ team members, most recently opening a location in Houston, Texas.

## Challenges

- Centralizing and automating learning processes across locations in four states.
- Maintaining standards amid rapid growth.
- Communicating scheduling and restaurant best practices company-wide.

## Products

- HotSchedules Integrated with Aloha
- HotSchedules Above Store Console
- Schoox
- HotSchedules Logbook

## Results

- With help from HotSchedules solutions, Hopdoddy has rapidly expanded to 18 locations in seven years.
- Streamlined communications, with 344 messages sent monthly per site.
- 858 hours of training administered.
- 940 courses completed.



**344 messages  
sent monthly  
per site**



**858 hours  
of training  
administered**



**940 courses  
completed**

uses HotSchedules to manage team member schedules and labor costs, as well as Schoox to quickly and easily train team members and maintain quality assurance. They also utilize HotSchedules Logbook to keep track of daily tasks and make sure their fans continue to get the Hopdoddy experience that they crave. And finally, HotSchedules' Above Store Console Module gives Hopdoddy insight into performance data from each of their locations through easily accessible roll-up reporting.

## Working Smarter

When a company grows as quickly as Hopdoddy has, every second counts. The labor forecasting and template features within HotSchedules have helped Hopdoddy merge all of the moving parts of their operation into one well-oiled machine. HotSchedules pulls historical data from Aloha to project what their sales revenue will be on any given week, so managers don't have to spend hours bogged down, manually forecasting with elaborate spreadsheets. "We play a game of minutes in the restaurant. Hotschedules has really helped us to fine-tune those moments," McCutcheon says.

Templates have been especially valuable as Hopdoddy has expanded, because managers no longer have to take the time to build a schedule from scratch. The Hopdoddy team also knows what kind of staffing a new location needs, so they can ready a set of templates with preloaded staff needs. Those templates can then be quickly applied and tweaked based on that restaurant's forecasted sales. "The templates in HotSchedules are smart tools that helps us work," McCutcheon says. "We know that we can write a schedule to ensure that our team is there when our guests are there."

## Growing with Schoox

When McCutcheon joined the Hopdoddy team in 2013, the company did not have a Learning Management System (LMS) in place. Workforce training was administered the old-fashioned way—either through paper-based education or via word-of-mouth. But McCutcheon knew the company's growth goals, and therefore knew an eLearning platform was a necessity. After all, her two-person team is responsible for training at 18 restaurants, and more are on the way. "With that kind of scale in mind, we had to quickly assess: How do we ensure consistency and standards, while still maintaining that Hopdoddy feel?" she says.

Lo and behold, the answer was Schoox, a social, mobile talent development system that focuses on learning and performance management built to serve the hospitality industry. McCutcheon chose Schoox for two simple reasons:

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-Director of Training at  
Hopdoddy Burger Bar,  
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First, Hopdoddy already used HotSchedules, so fully integrating Schoox would be a breeze, providing single logins and passwords for both scheduling and training. "It was a no-brainer to build on an established system that our teams already knew how to use. The HotSchedules reputation spoke for itself," she says. "I knew they would apply that same kind of attention and care to Schoox."



And second, McCutcheon knew that HotSchedules is more than just a vendor and would act as a partner during the system's implementation. "HotSchedules works with concepts that have hundreds of restaurants but I always feel like their top priority when I call with a need," McCutcheon says. "If it's not a current feature, HotSchedules will add it to the list. The majority of the time, HotSchedules already has the system in place, and if they don't, they're all ears. HotSchedules makes it happen."

## Swift Content Deployment

Hopdoddy built their academy, Hopdoddy Campus, in Schoox and it allows them to rapidly administer training to team members across a growing brand and then track their progress with the platform's built-in checks and balances, like quizzes and completion reports.

McCutcheon has benefited from quizzes in particular, she says. She can create and send out a course to team members, track when they complete that course, and put together a quick quiz to ensure that the team members know their stuff. "The reporting features in Schoox are lifesavers," she says. "Manual reporting is not sustainable across 18 restaurants."

Video has also been a key component to their learning content strategy. In one particularly creative example, the Hopdoddy team had guests at the Anderson Lane location in Austin hold Go-Pro cameras to capture their interactions with staff members. Those videos were then used for a refresher course on hospitality, to remind team members first-hand what genuine hospitality looks and feels like. The content was developed and

disseminated quickly, and the lesson was one that team members could enact immediately.

As Director of Training at Hopdoddy Burger Bar, McCutcheon helps facilitate the expansion and innovation of the system, which she says has been a joy. "I'm really pleased to have my fingerprint on the development of this tool and this system," she adds. "You don't have to have a PhD in LMS to put this stuff to work. There's definitely a collaborative nature and it doesn't take a lot of time commitment to bring these things to life."

In one instance, Hopdoddy team members were taking quizzes in Schoox on tablets and receiving scores, but they were unable to see the correct answer if they got a question wrong. When McCutcheon brought it up with a HotSchedules Customer Success Manager, a solution was programmed and developed. Now, when team members take a quiz, they have the correct answers at their disposal in the event they need a refresher. "HotSchedules hears my request and works with me to implement a solution," McCutcheon says.

## Growing People to Grow the Business



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Implementing Schoox has also helped Hopdoddy begin developing their team members from their first minute on the job. Schoox allows the Hopdoddy training team to upload any content they choose into the platform, customizing it as they go to increase employee engagement. Team members can learn on their own terms and on their own time. Since Schoox is a native app that can be downloaded directly to team members' mobile devices, they can take courses whenever they need to. McCutcheon says Hopdoddy wants to grow and nurture their team members, and Schoox helps achieve that goal.

This easily accessible mobile material doesn't replace training's human element—that's vital. Instead, it enhances the hands-on, in-person training, preparing the team for what's next. "We're able to make that growth and development a part of their experience right from the beginning. Five days in, people are saying, 'I want more,'" she says. "We're able to create and help prepare them very early on."

## Avoiding Communication Breakdowns

Hopdoddy uses HotSchedules Logbook to streamline staff communications and ensure a smooth passing of the baton from manager to manager on a daily basis. Logbook gives managers the capability to track tasks, to-dos and follow-ups in one central location,

as well as leave notes about restaurant operations for the next manager on duty. "Logbook is our primary communication tool. Gone are the days of writing things down," McCutcheon says. "Every manager deserves their days off, but you want to be able to feel in tune when you get back. Logbook helps us accomplish that."

Hopdoddy currently has four locations testing the Task List integration with Logbook, so McCutcheon knows that compliance and standards are being met. These task lists are used to keep track of line checks, opening and closing checklists, and temperature logs. "I'm a big fan of checklists because the most important things we do happen between the checkmarks. If your checklist is done I know hospitality can be achieved," she says.

For McCutcheon, that confidence and peace of mind has been crucial, especially when it comes to restaurant openings. "At Hopdoddy, our mantra is, 'Best today, better tomorrow.' With every opening you learn and grow and get better," she says. "HotSchedules has helped us to get better."