

## About MAD Greens

MAD Greens was founded in 2004 with the intent of addressing the lack of fresh, fast and healthy fare available to the average American consumer. At this time, MAD Greens was a pioneer of the fast-casual salad category and over the past 12 years, it has grown to be a leader in the category.

AC Restaurant Group, a Coors family company, acquired MAD Greens in 2013 with the intent to expand partnerships with local food suppliers and to grow their presence outside of Colorado. Since, MAD Greens has expanded into Arizona, Texas, and Utah, and currently operates 32 corporate-owned locations. Many more locations that will provide delicious, better-for-you, fresh and inspired eats are on the way! Learn more at: [www.madgreens.com](http://www.madgreens.com)

## Situation

As MAD Greens experienced sizeable growth and expanded into new markets, they were faced with a new set of challenges, as any concept would be. While they implemented some region-based variations to the menu, they wanted to ensure they maintained the consistent best practices in operations they had been running in Colorado for years. With management teams in place that were brand-new to the company, strategically they looked for opportunities to tighten the screws on their controllable costs, and identified opportunities in labor management as prime candidates to help ensure their new growth did not feed on their established concept.

**“RAD arms our teams with a powerful set of tools to proactively manage labor and build ideal schedules. Operationally we’re able to make data-driven decisions that ultimately result in a better experience for our customers.”**

Jeremy Marshall, Director of Operations

## About RAD

Restaurant Analytics Delivered is a cloud-based SaaS that enables restaurant concepts to make smarter decisions with their data. Powered by an enterprise data integration platform purpose built for analytics, RAD’s tailored reporting suite provides insightful and actionable metrics that nimbly evolve with your business.

Previously, only the McRestaurant's of the world had the systems and resources to uncover the deep insights RAD provides. With RAD, any restaurant concept can be data-driven. That's RAD - pun intended.

**“RAD’s custom suite of labor management analytics has positively impacted our business with measurable cost savings. As President, it’s reassuring to know we can continue to have fast-paced growth and leverage RAD to keep overhead manageable.”** John Montgomery, President

## Solution + Results

As a RAD client, MAD Greens was already on the leading edge of reporting via their tailored analytics solution. They knew RAD not only had the data necessary to act on their labor management ideas, but the industry and technical expertise to develop and deploy them in an efficient manner.

Integrated into their cloud-based enterprise analytics platform, MAD Greens now has a full-suite of labor management tools and analytics that allow all levels of the organization, from store-level operators to the CFO, to have a meaningful, accurate, and proactive pulse on labor. The all-encompassing solution includes such things as:

- ✓ An ideal labor scheduling platform that optimizes schedules based on actual and projected store metrics in conjunction with a custom, flexible labor matrix
- ✓ Visibility into actual and scheduled Hourly Traffic Per Labor Hour (TPLH), which measures Staffing v. Traffic, and by hour is one of the best measures of efficiency available
- ✓ Automated alerts for missed clock-out records
- ✓ Automated, predictive alerts for employees approaching overtime
- ✓ Corporate-level, consolidated labor metrics such as Actual v. Schedule and Variance to Matrix, side-by-side with all core metrics of the business