

Boba Tea Company

Improving sales and driving employee engagement with Kronos Workforce Ready®

“It is all about speed,” says COO of Boba Tea

Company, Hoa Luong. “We’re trying to serve as many drinks as possible.” Last year that came to over 1.3 million drinks ordered in 974,000 transactions for the chain offering specialty drinks served with bright, fun, and playful personality. “Our brand is really important to us. We like to be different. We put a lot of thought into our drink names, and our stores have high-end designs. Everything reflects our unique personality.”

This year, sales have increased by 23 percent. What accounts for the huge leap? According to Ms. Luong, “We didn’t do our job right last year. This year we have Kronos®, a resource we can use to properly analyze our data. We can make scheduling improvements. Before Kronos, we were not very effective. We were leaving money on the table, and we weren’t staffing our team correctly.”

In the new scheduling process, Boba Tea Company’s management forecasts sales based on the prior year’s transactions. Kronos does the heavy lifting of calculating which shifts need filling, who is available for them, and when breaks should be scheduled. “Kronos is amazing. We have never been able to do this. Imagine you are a manager and you are making a schedule based on financials. If one person is working and that person needs a break, when do I bring the second person on? The third? How many people do I have on the floor at one time? You get confused. Now the manager has full access to the data. We made it simpler – that’s how many people you should have on each shift based on projected sales. It’s super easy.”

Increased visibility of timesheet and sales data leads to fewer questions for the back office. “What if someone stays later than they were supposed to? Now we have the reason for that. We can see why they stayed. We have sales data we can compare. Before, we were wondering what reason they had for staying late. Now it’s all based on comparative data. It rolls up to the store manager, district manager, and we have an auditor looking at it before timesheets are approved. There are a lot of eyes on it.

“Labor expenses are what kills restaurants. If you don’t control labor hours, then you just aren’t profitable.”

Automated accrual tracking with Kronos Workforce Ready lightens the load for everyone. “It was a good 70 hours per pay period >>



23% increase in sales
after aligning forecasting
and scheduling using
Kronos Workforce Ready.



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we saved within our company. We are scrutinized by the Department of Labor to provide documentation for everything. We took a lot of pride in documenting everything accurately. The precision takes time. Now it's all generated in a report."

In addition to the growth in sales, Ms. Luong sees benefits across the organization. "The biggest improvement has been in communication. You can't just call people anymore. When we need to roll out a new policy, a new drink, a new process – everything is communicated in our 'BobaScoops' announcement that they see when they log into Kronos. They must read that. Everyone gets the same message."

Ms. Luong goes on to explain how mobile on-demand access has lifted the burden on store managers and HR to keep records up to date. "Instead of calling the office, they can log in. If they need to change their address or W4 withholding, they can update that. They have their schedule. They can swap shifts. They do it all on their phones. We just didn't have that before. Now it's accessible to them anywhere they need it."

Going to a streamlined system for HR, payroll, and timekeeping has powerful financial benefits for their hourly employees too. Adopting Kronos made it possible to grant pay increases immediately once a performance review was complete.

"Once it's finalized, it's instantaneous. Before we would only let pay increases happen on Monday. We had to manually compute that. If you got a good review on Thursday with a \$.50 raise, and then worked all weekend, you could work 3-4 shifts before the raise took effect. Now it's all in one system. They start earning the new wage immediately."

To be an attractive employer of choice, Boba Tea Company offers a consistent schedule that accommodates the needs of their college-age staff. "We only schedule 5- or 6-hour shifts. If they are taking evening classes, they can come in the mornings. They love that they can work on the weekends. That's when the heaviest volume of need is. We make every accommodation to be consistent on the same days.

"We try not to flip-flop them. The schedule should be posted two weeks in advance of school starting so that they know what is coming. That's a value-add."

Meeting the needs of their young employees and streamlining business practices with a single software solution has Boba Tea Company on a path to explosive sales growth. "If you're looking to grow, you have to have software that can grow with you. Kronos is the tool that can help us expand our business."

CC If you're looking to grow, you have to have software that can grow with you, and Kronos is a tool that has helped us expand our business.

Hoa Luong | Chief Operating Officer