



# CASE STUDY

Buffalo Wild Wings

See how RizePoint helps Buffalo Wild Wings pinpoint deficiencies in quality and service to provide a better customer experience.





## Background

Buffalo Wild Wings is one of North America's fastest growing restaurants with over 1,000 locations across the U.S., Canada and Mexico. Its company and franchise locations are committed to delivering quality food, outstanding service and a consistently stellar customer satisfaction. To achieve this, Buffalo Wild Wings purchased RizePoint software to help perform self-evaluatons and store audits that measure the performance of each location and provide data back to corporate to help the company continue to improve overall customer experience.

## Overview

Before adopting RizePoint software, Buffalo Wild Wings had very little data to work with and no uniform method for gathering data to improve its restaurants. RizePoint provides the company with an easy process for gathering meaningful data that translate to more than just a simple score. Self-evaluation and auditing with RizePoint software helps pinpoint the company's deficiencies in real-time and provides executives with timely information to help them improve the business.

Buffalo Wild Wings also uses RizePoint software as a service log for Regional Managers to capture daily, detailed observations of food service, food quality and overall restaurant experience. This information can be aggregated to identify trends and behaviors and help make important decisions regarding company policy and procedures. Using RizePoint software drives increased accountability and consistent improvement across the franchise, helping Buffalo Wild Wings provide a positive customer experience and allowing them to continue growing on an international scale.

*"Before RizePoint we had no real data or way to collect data. Now we can see exactly why a location earned a specific score to make our business better. We can see how it affects our guests and how it affects our team members."*



**BUFFALO  
WILD  
WINGS**  
WINGS. BEER. SPORTS.™

**Bob Gremel**

Operation Excellence Department  
for Buffalo Wild Wings



**EMPOWERING YOU TO BUILD  
A HIGH PERFORMANCE ORGANIZATION.**

RizePoint – formerly Steton Technology Group – is the global leader in software solutions that proactively safeguard enterprise compliance—for both internally-imposed standards and externally-imposed regulations. RizePoint software is purpose-built to clearly align and unify field teams, regional management, and executive leadership around the organization’s compliance performance. Our customers gather better data, see necessary actions earlier, and act faster to correct issues before they become costly liabilities. Considered the industry standard for food service, hospitality, and retail, RizePoint mobile and cloud-based solutions serve nearly 2 million audits with 200 million questions answered annually.



**FIND OUT** how RizePoint can help you improve your operation today.

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**RIZEPOINT BY THE NUMBERS**

**1.67 million**

Audits Per Year

**285,000**

Users

**27,000**

Hotels and Resort Properties

**120**

Countries and Territories

**39**

Languages Supported