



## CASE STUDY

Friendly's Ice Cream

Helping Friendly's maintain its 80-year legacy of safety and quality.





## Background

With its humble beginnings in 1935 as a single ice cream shop, Friendly's has grown into a chain of 266 restaurants in the Mid-Atlantic and Northeastern United States. Friendly's highest priority is to provide the best handcrafted ice cream, signature burgers and consistent, friendly service to each of its guests. To achieve this, Friendly's purchased RizePoint software in 2009. The investment has helped the company reduce the use of third-party audits and implement in-house auditing, and evaluate food safety, cleanliness, and brand adherence. Data from the RizePoint-enabled audits allows Friendly's to identify opportunities to improve its operations and create higher performance standards along the way.

## Overview

Prior to using RizePoint software, Friendly's used a third-party auditing system that was limited to data capture using Excel spreadsheets. By adopting RizePoint, Friendly's has been able to provide a more consistent and comprehensive evaluation tool for general managers to use during internal audits. The effect has been significant as Friendly's is able to gather much more meaningful data in less time and distribute that data to the right people immediately.

Another RizePoint component that has been particularly helpful to Friendly's is the ability to create custom audit criteria. Friendly's recently added new audit components for guest satisfaction and employee behavior to measure employee compliance with company best practices. These additions allow it to identify performance deficiencies and gather enough meaningful data to implement a sound solutions. Additionally, RizePoint software has helped Friendly's elevate its food safety practices, ensuring that employees are properly trained in food borne illness prevention and that its kitchens meet its high performance standards. Friendly's is now able to consistently prevent problems rather than simply reacting if there's a problem.

*"This year our internal Operations Directors began conducting internal audits using RizePoint, and they commented on how much easier and more enjoyable auditing was because they could eliminate the paper and pencil routine and allow RizePoint to notify the right people automatically."*



**Lionel Bisson**

Director of Quality Assurance  
for Friendly's Ice Cream LLC



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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.



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