



WHITE PAPER

From Obligations to
Opportunities:
Building Your
Next-Generation
Auditing Solution

From Obligations to Opportunities: Building Your Next-Generation Auditing Solution

RizePoint | White Paper

EVERY SUCCESSFUL MULTI-UNIT FOOD SERVICE OR HOSPITALITY ORGANIZATION UNDERSTANDS THE IMPORTANCE OF CONSISTENT AUDITS AND RECOGNIZES THE ESSENTIAL FUNCTION THEY PROVIDE. TODAY, THOUSANDS OF BUSINESSES—FROM GIANT MULTI-NATIONAL CHAINS TO SMALL FAMILY-OWNED BUSINESSES—DEPEND ON REGULAR INTERNAL AND THIRD-PARTY AUDITS TO MONITOR, CONTROL, AND MANAGE EVERYTHING FROM SANITATION AND FOOD SAFETY REGULATIONS TO INTERNAL FACILITY STANDARDS AND BRAND CONSISTENCY.

Of course, that's not to say that these audits, assessments, and inspections are winning any popularity contests. All too often, audits can become complicated, time-consuming ordeals for both the locations being audited and the people performing the audits. Clipboards, printed checklists, and bulky manuals tend to make the process slow and error prone—especially in complex organizations with lots of variables. And because auditors typically enter the data they collect manually into a spreadsheet or database and share the results via email, they're focusing most of their time and effort on routine paperwork, rather than spending those valuable hours identifying and resolving important issues.

Beyond these tactical challenges, traditional auditing and inspection processes can lead to perceptions of intrusive top-down monitoring and policing, rather than collaboration and continuous improvement. When local general managers feel disconnected or excluded from the process, they may come to view audits as an external “us vs. them” control mechanism, rather than a valuable tool they

can use to improve performance and meet their own business goals. These challenges raise important questions. Audits and inspections clearly serve a vital regulatory and quality control function, and they always will. But could they do more? Does the way many organizations currently approach and perform audits and inspections limit their potential as a broader business improvement tool? And if so, exactly how do you go about transforming all of the audits, assessments, and inspections you perform every year from narrow regulatory or quality control exercises into a broader, more unified framework for driving continuous improvement, strengthening your brand, and improving top-line customer experiences? Finding the best answers to these questions involves taking a close look at how you perform audits today, examining the latest techniques and technologies that are available for improving the process, and developing a detailed plan for expanding the role audits play in your organization.



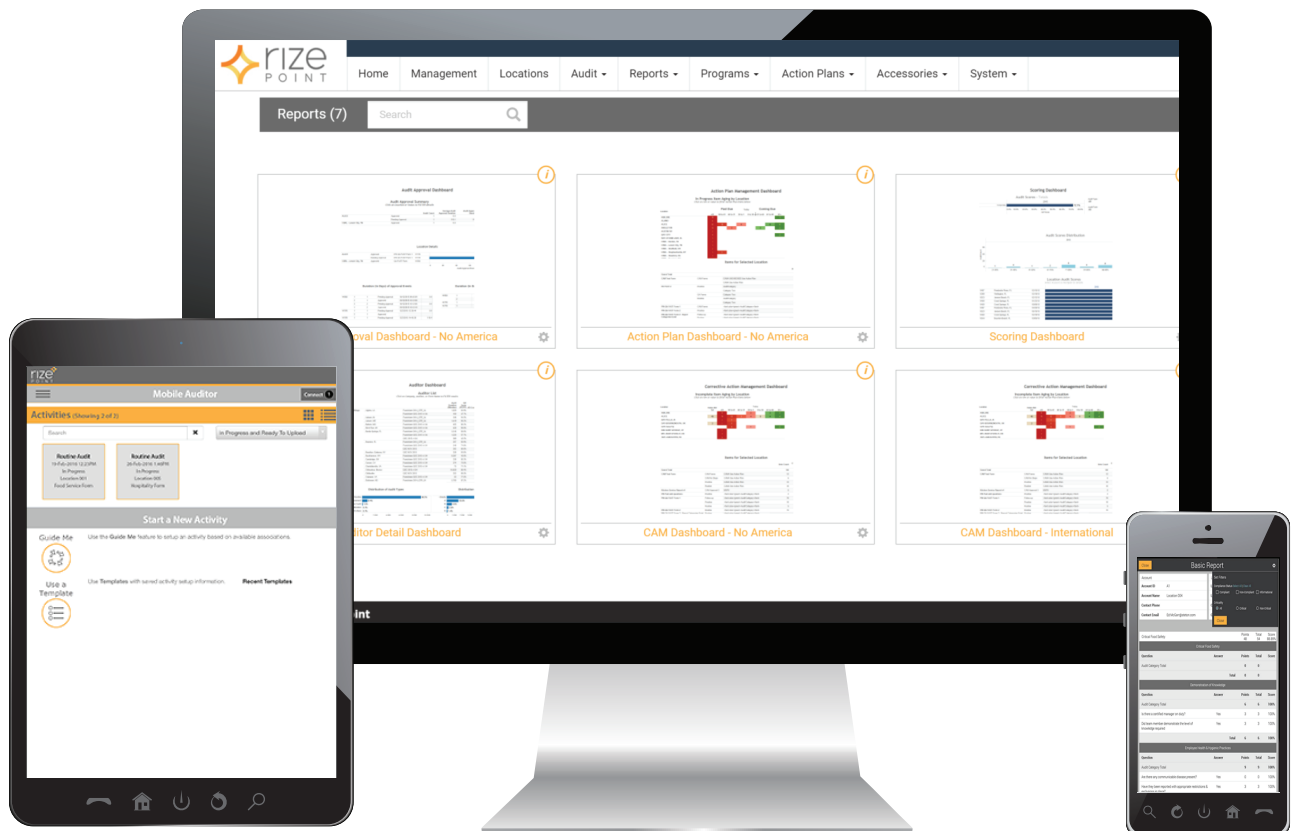
RETHINKING YOUR AUDITING GAME

At the most fundamental level, a more effective and expansive approach to auditing has to start with new, more advanced tools and technologies.

And today, those advanced tools are more available, practical, and affordable than ever before—thanks in large part to the recent convergence of mobile and cloud technologies. The challenge, then, is finding the best way to leverage and apply the advantages of these important developments to your auditing processes. Of course, nearly any self-contained, cloud-based auditing solution will represent a significant improvement over traditional paper, spreadsheet, and email-based processes.

But there is an important, far-reaching difference between an auditing solution that is simply marginally better than paper and spreadsheets—and one that provides you with the kind of complete, unified, and flexible technology foundation that can transform your existing auditing program into a more complete and unified business improvement tool.

So what should that foundation look like? What capabilities should your next-generation auditing solution include? The answers vary for every organization, but there are a few common, essential characteristics that will enable you to be successful as you move your auditing foundation into the future.



By combining the best mobile and cloud technologies, a next-generation auditing solution makes every part of the auditing process faster, more efficient, and more collaborative.



ANATOMY OF A NEXT-GENERATION AUDITING PLATFORM

It may be tempting to simply look for ways to plug various pieces of technology into your existing audit and assessment processes to make them more efficient. However, to fully tap into the benefits of today's mobile and cloud convergence, you need to design and deploy a complete solution with some specific capabilities and characteristics:

SPEED AND MOBILITY

Traditional auditing processes are simply too slow for today's speed of business. When auditors document their results by hand, enter them manually into a spreadsheet or database, and then share the results through email, it can take days or weeks before audit information initiates any meaningful action. This lag is obviously unacceptable—especially when audits reveal serious food safety problems or other issues that put the business at risk.

Applying cloud and mobile technology to your auditing program dramatically simplifies and accelerates every part of the auditing process. With the right kind of solution, auditors can conduct audits directly on their smartphones or tablets—and then make the relevant information and results available almost instantly to everyone who needs it.

AUTOMATED INTELLIGENCE

Making audit information available quickly is crucial, but it's not enough. An effective auditing solution should also make audit results more relevant, meaningful, and actionable. For example, if an audit uncovers a hot-button issue at a specific location that needs immediate action, the system should recognize the situation and alert all the people who need to know about it—in real time and without requiring human intervention.

This level of instant, automatic action requires intelligence that goes beyond simply performing audits on a mobile device and storing the results in the cloud. Your auditing solution should be able to recognize important information as it comes in, compare it to a larger body of priorities and results, identify the people who are responsible, and initiate action—all based on specific rules you create. This machine intelligence frees your auditing and business teams to focus on more meaningful and strategic tasks. It also combines and connects individual audit results directly to your organization's continuous improvement processes, so you can quickly turn raw auditing data into meaningful business insights.

FLEXIBILITY

Traditional auditing processes tend to grow more rigid and inflexible as they become more complex. In large, multi-unit enterprises, it can be difficult to add or update multiple sets of questions and instructions, distribute them to the appropriate people, and make sure auditors are consistently using the latest versions.

An auditing solution that combines mobile and cloud technologies can effectively eliminate these flexibility problems. With the right kind of cloud-based foundation, the appropriate people and teams can create, modify, and manage a centralized collection of audit questions and instructions quickly and easily, so they're always in perfect alignment with your changing business requirements. These updates become instantly active and available to auditors in the field. And because auditors are using connected mobile devices to conduct their audits, they are always accessing the most current questions and instructions. This naturally reduces time-consuming errors and confusion, and it frees organizations to adapt audits to the needs of specific locations and circumstances.



CONTROLLED ACCESS

The auditing process inevitably involves diverse teams of people with many different roles—from local general managers and auditors responsible for maintaining site-specific standards to the executives who drive food safety, facilities, and customer experience requirements at the corporate level. In this environment, all or nothing access to the entire system is simply unacceptable. For any next-generation auditing solution to function properly, you need the ability to grant very specific access rights to auditing information and resources based on people's roles and responsibilities.

This granular access makes it possible to provide everyone in your organization with exactly what they need to contribute to the auditing process—and nothing more. For example, with the proper controls in place, you can allow local general managers to access their own limited set of pre-audit preparation tools and information. You can give people in different departments permission to create and modify audit questions and instructions that are limited to their job functions and responsibilities. And you can create customized reports and dashboards that provide your executive team with only the relevant, targeted results and information they care about.

EXPLORING THE ADVANTAGES OF NEXT GENERATION AUDITING

A fast, flexible, and intelligent next-generation auditing platform clearly offers a long list of compelling benefits. But in many ways, the full value of this mobile and cloud-driven approach is much bigger than the sum of its individual parts. With next-generation technology and processes in place, you can use your basic auditing functions as a foundation for a much broader family of business collaboration, continuous improvement, and customer experience solutions.

REPLACING COMMAND AND CONTROL AUDITING WITH COLLABORATIVE CONTINUOUS IMPROVEMENT

Traditional auditing processes can be slow and inefficient. They can also create perceptions among local general managers and their employees that audits are an intrusive and heavy-handed control mechanism, rather than a mutually beneficial continuous improvement tool. A next-generation auditing solution can help shift this counter-productive “us vs. them” mentality toward a healthier, more productive attitude—by actively engaging local managers and employees and making them part of the continuous improvement process.

► With a centralized cloud-based engine and granular access control, you can easily give all of your locations appropriate access to specific parts of your auditing system, so they can actively prepare for audits by performing their own pre-audit checks, track their location's improvement over time, and tap into a dynamic new source of continuous improvement resources.

This kind of active, ongoing engagement demystifies the auditing process, gives general managers a new set of tools they can use to feel confident and prepared for upcoming audits, and creates active new channels of communication and collaboration among corporate leaders, auditors, and local employees.



INCREASING QUALITY AND DECREASING RISK

Regular audits and assessments are perhaps the most important and pervasive tools organizations use to maintain quality and manage risks across their complex, multi-unit businesses, and a next-generation auditing solution makes it possible to perform these essential functions much more quickly and effectively.

This starts with the ability to identify and correct serious issues and problems in minutes, rather than hours or days. By uploading data to the cloud the instant audits are completed, you essentially eliminate the lag between the time problems are identified by auditors and the moment when the appropriate people find out about them. An intelligent, cloud-based auditing engine can actively watch for serious problem areas at specific locations, alert the right people when they appear, and then automatically initiate appropriate remediation steps.

Your intelligent cloud-based auditing solution can also track important issues over time—either at specific locations or across your entire organization. This gives you the ability to spot and track trends and emerging issues, but it also provides a clear audit trail you can use to document and track your compliance and improvement efforts.

Together, these intelligent tracking, alerting, and remediation capabilities translate directly into lower risk and increased quality across your entire organization.

TURNING AUDITING DATA INTO BUSINESS INTELLIGENCE

A next-generation auditing solution clearly improves your ability to collect and store audit information quickly and efficiently. But with the right platform, that's only the beginning. Every time you conduct an audit, you collect detailed information about a

specific piece of your business. And as you combine the results of multiple audits and assessments from different locations over time, you build a rich, valuable source of information that, if it's properly harnessed, can create deep, meaningful new insights into your business.

An intelligent cloud-based engine makes it possible to combine and recombine auditing data, carefully analyze that data based on criteria you set, and generate meaningful, business-changing information that goes far beyond the basic compliance and quality control information audits have traditionally provided. Thinking Outside the Audit Combining mobile flexibility and cloud intelligence clearly has the power to transform your auditing processes and results. But this same nextgeneration platform also provides everything you need to evolve beyond traditional auditing to deliver whole new categories of business benefits.

When you deploy a mobile, cloud-based auditing solution, you also create a platform that allows you to quickly create virtually any type of custom survey or questionnaire, make those surveys easily accessible to specific people or groups in your organization, collect the results in real time, and thoroughly analyze them to gain new business insights. This workflow is obviously ideal for audits, but it can also be applied to self assessments for specific locations, customer experience surveys, employee feedback, and many other purposes. In other words, when you build a next-generation auditing platform, you open a powerful and versatile new feedback channel between your corporate departments and individual locations that you can use for virtually anything. And because the solution is grounded in your core auditing function, it's a tool that people in your organization already understand and feel comfortable using.





RIIZEPOINT—YOUR COMPLETE NEXT-GENERATION AUDITING SOLUTION

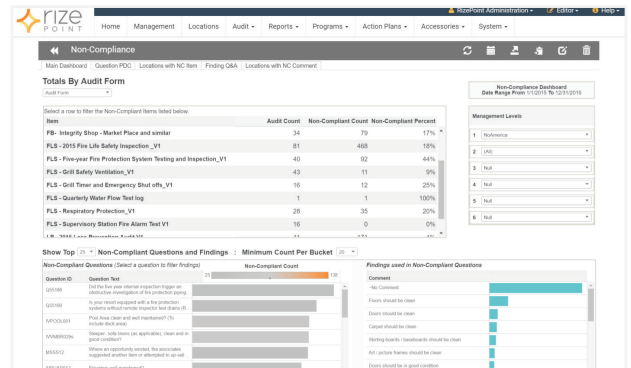
SizePoint has spent more than a decade designing, building, and perfecting a solution that includes all of the characteristics and capabilities you need to unlock all the benefits of a complete next-generation auditing solution—quickly and affordably.

THE RIIZEPOINT SOLUTION INCLUDES:

- A powerful mobile app that makes it easy for auditors, local general managers, and other users to conduct and complete audits, assessments, and surveys—and upload the results—directly from their mobile devices.
- A secure and capable cloud-based engine that stores, processes, and analyzes audit and assessment data in nearly real time.
- Advanced survey building capabilities that allow anyone in your organization to create and update sophisticated conditional surveys with more than ten question types—and then make them instantly available to specific users.
- A sophisticated rules engine that carefully monitors incoming data, quickly identifies potential issues and problems, and automatically alerts the appropriate people
- Built-in business intelligence that analyzes and transforms raw assessment data into valuable business insights within minutes.
- Flexible reporting capabilities that allow you to get the right information to the right people—in the form that's most relevant and meaningful.
- Granular access control that allows specific people and groups to create, distribute, and access specific evaluation forms, information, and reports—and nothing else.
- An advanced administration console that brings business-wide access management, form administration, alerts, filtering, reporting, remediation, and other functions together into one convenient location.



The intelligent RizePoint Mobile App makes it easy to conduct audits and assessments.



The RizePoint solution includes advanced custom reporting capabilities, so you can always deliver the right information to the right people.

The RizePoint Administration Console allows you to manage every aspect of your auditing solution from one location.

START EXPANDING YOUR AUDITING VISION TODAY

Audits and assessments are a necessary, unavoidable obligation and requirement for virtually every multi-unit food service or hospitality organization. But by tapping into the latest mobile and cloud technology, you can transform the way you conduct and respond to audits and assessments—and then go even further by using your next-generation auditing solution as the launching pad for important new business initiatives and opportunities.

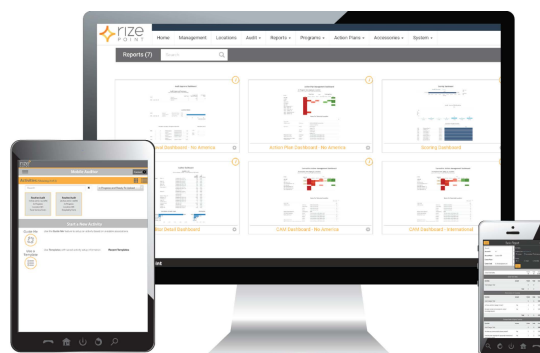
RizePoint is ready to help you make that leap with a practical, proven solution that applies the full power of cloud and mobile technology to your auditing and assessment requirements—and opens the door to new business insights and opportunities.





Start Expanding Your Brand Consistency Capabilities Today

Audits and assessments can play an essential role in your efforts to improve the consistency of your brand and the quality of the experiences you provide to your customers. Find out how RizePoint can help—with a next-generation auditing solution that applies the full power of cloud and mobile technology to your brand consistency building efforts.



- Over 285,000 users
- 1.67 million audits per year
- 27,000 hotels and resort properties
- 120 countries and territories
- 39 languages supported

FIND OUT HOW RIZEPOINT CAN HELP YOU IMPROVE YOUR OPERATION TODAY.

► Contact us at **info@rizepoint.com**, call **1.888.313.7095** or visit us at **rizepoint.com**

