

Primary Aim Success Story

Large Wendy's Franchise Achieves Significant Savings with FMX

Primary Aim, headquartered in Zanesville, Ohio, began operations in 1999 with the purchase of one Wendy's restaurant. Since that time, the company has steadily grown and now owns and operates 79 Wendy's in the Ohio Valley, West Virginia and Pennsylvania areas, employing more than 1,400 people.

Here's how they did it.

Challenges

Prior to partnering with FMX, Primary Aim's previous "home-grown" system was causing a number of issues. For starters, only one person could be on the system at a time, which consistently created bottlenecks in their processes. There was also no way to share information, so office personnel had to determine whether a work order had been submitted and handled by maintenance. Because the system was difficult to use, tasks often got overlooked, and to make matters worse, record keeping within the system was inefficient and proved difficult to look at costs over time.

Solution

FMX eliminated those problems and more. Primary Aim now maintains a record of all requests so that less urgent needs can be delayed, but not forgotten. They have been able to customize FMX to meet their specific needs and organize it so that each restaurant has its own crew and support staff who see only what pertains to their specific location. The entire team is able to access information within the system anytime, anywhere, and with any device so that technicians can spend less time driving from restaurant to restaurant. Office personnel have also benefited from FMX - their days have been freed up now that they no longer take phone calls regarding work orders and their statuses. To top it all off, Primary Aim feels that the solution is scalable, affordable, and offers excellent customer support.



About Primary Aim

- Began operations in 1999
- Operates 43 Wendy's in the Ohio Valley, West Virginia, and Pennsylvania

Challenges

- Only one person could use the system at a time
- There was no way to share information
- Tasks often got overlooked

Solution

- FMX is easy and customized to fit their needs
- They can access the system anytime, anywhere, and with any device
- Excellent scalability and affordable price

Results

- Savings of \$33,000 on equipment costs in the first 3 months
- Savings of \$9,100 in travel expenses in the first 3 months

\$33K

equipment cost savings
in the first 3 months

\$9,100

travel expenses saved in
the first 3 months

Results & benefits

In the first 3 months, Primary Aim saved \$33,000 on equipment costs and \$9,100 in travel expenses, which includes wear and tear on company vehicles and gas consumption.

"FMX gives me capabilities I never had before. Now I can look at the equipment in each of our restaurants and verify the frequency and cost of every repair. Because the recordkeeping is so comprehensive, I can determine when a particular piece of equipment is no longer cost-effective and should be replaced. I can also more efficiently monitor travel for our fleet of vehicles, consolidating jobs and increasing productivity."

- Kevin Krumlauf,
COO

