



WHO IS PAPA MURPHY'S?

In 1995, two Northwestern pizza chains merged to take their revolutionary spin on *America's favorite food* nationwide. Today, Papa Murphy's is one of the fastest-growing franchises and the leading take-and-bake chain in the US. It is frequently recognized among the top pizza brands, with industry accolades from Zagat, Consumer Reports, and The NPD Group.

FAST FOOD RESTAURANTS

Sales Cloud, Community Cloud, Marketing Cloud



Papa Murphy's perfects its recipe for success with Community Cloud

"It takes a village to open a store," says Jenni Doyle, Director of Information and Technical Services at Papa Murphy's. From technology partners to designers to project managers, a multitude of people must work together to launch a take-and-bake pizza franchise. "So, it's really important that everybody stays in sync with where things are in the process."

2014 was a big year for Papa Murphy's. It surpassed the 1400-location mark; it went public, and it launched Pathway on Community Cloud. The Pathway Community brings franchisees and their entire operations team together on their own private group page to coordinate every step of the store launch—from location scouting to opening day.

But it wasn't always such a seamless process. In the past, everyone was tracking their tasks on individual spreadsheets. "When we looked at the process, we said, 'This just isn't scalable, and it just doesn't pass our logic test,'" says Doyle.

"You're not going to have consistency if you have seventeen groups using seventeen different spreadsheets."

Community Cloud was a natural migration path for Papa Murphy's, since the company was already using Sales Cloud to track the full life cycle of franchise leads. Its out-of-the-box mobility and ease of integration with third-party tools sealed the deal. Using the project management app, TaskRay, from the AppExchange, team members can track the status of new store openings, including the percentage of tasks completed and the number of tasks done on time, late, or not at all.

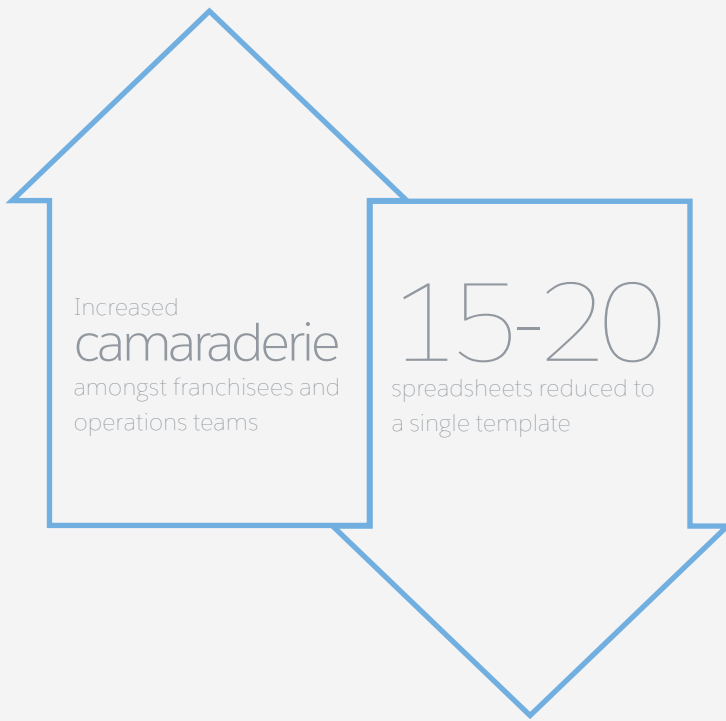
Pathway enables full, 360-degree transparency, so everyone can see what tasks are on their own plates—and everyone else's. "When we introduce new steps into the process, we no longer have to hunt down those seventeen spreadsheets," says Doyle. "With just a few clicks or swipes, we can update one template, and everyone is aware of their new tasks."

Since all relevant documents are built into the community—including quick reference guides, FAQs, and task-related forms—the amount of email going back and forth has been reduced even further.

Papa Murphy's also added a Suggestion Box in Pathway, so team members can suggest new features to continuously improve the community. And using the Community Cloud platform, says Doyle, "we've been able to turn around enhancements really fast."

Future plans include evolving Pathway to support other store life cycle events, such as remodels and relocations, and potentially expanding it into other parts of the business as well.

"With Community Cloud, we took a process that seemed so complicated and so overwhelming, and we made it really simple—because you can't get much simpler than this," adds Doyle.



“Our franchise process begins and ends in Salesforce.”

Jenni Doyle
Director of Information and Technical Services

SALESFORCE CUSTOMER SUCCESS STORY: PAPA MURPHY'S

CHALLENGE

Launching a Papa Murphy's store requires 15-20 people working together in sync

With new franchise owners, field teams, and partners using individual spreadsheets to track tasks, there was no transparency in the process

When new steps were added to the process, the home office had to call or email every team member to make them aware of the changes

SOLUTION

Using Community Cloud, Papa Murphy's built a customized, mobile-responsive community that enables the entire team to coordinate and track tasks from a single location

The Pathway Community also gives everyone access to team member profiles, task-related forms, and financial estimates associated with individual tasks

RESULTS

Simplified, more efficient process for franchise owners launching a new store

Increased camaraderie amongst franchisees and operations teams

Full, 360-degree transparency into the entire process, including task allocation and progress

Reduced task coordination from 15-20 spreadsheets to a single template

PRODUCTS

Sales Cloud

Community Cloud

Marketing Cloud