



RESTAURANT
CASE STUDY

JOHNNY REB'S CASE STUDY

7SHIFTS



THE RESTAURANT

Johnny Reb's is a 3-location (and growing!) chain in California specializing in southern comfort food.



THEIR CHALLENGE

Anitquated, desktop-based software which did not allow employees see the schedule outside of the restaurant.



THE SOLUTION

7shifts provided Johnny Reb's with modern, cloud-based software and mobile schedule access for staff.

THE RESULTS



Prior to 7shifts Johnny Reb's were running at a 30% labor target and have now decreased it to 25%. **Their labor cost is down by an average 5% since implementing 7shifts.** Johnny Reb's employees can also take their schedules with them thanks to 7shifts free mobile apps for iOS and Android.

Easy set up and modern, web-based software made getting started with 7shifts easy for Johnny Reb's.

Johnny Reb's is one of those restaurants you never forget – a true southern cuisine experience on the California coast. It's the creation of Cheryl and Larry Cotter who met in California and wanted to put down roots in the state, but dearly missed the South. They missed the barbecue, the desserts, and most of all – the hospitality of southern residents.

Johnny Reb's continues to grow without a big marketing or advertising budget – word of mouth is all they've needed. "Our mentality is there are no strangers. Once you leave here, you'll remember the experience for a very, very long time." says Johnny Reb's Director of Operations, Moe Rahman.

Moe has been with Johnny Reb's for 15 years and has managed each of the 3 locations for years at a time. He focuses his energy in 2 key areas: hiring the right people with the right work ethic and the experience his guests will have. It has definitely paid off. Johnny Reb's is one of the best-rated and most reviewed restaurants in California.

“7shifts is a great tool for knowing who is working at the restaurant – before, I would have to call there and ask who was working. Now I can go to my mobile app, check which store I need to and see who’s going to be working there.”



A much needed update

Scheduling at Johnny Reb’s used to consist of building the schedule in a scheduling software program called Schedule Writer. There were no apps available and no employee access other than the hard copy which was printed and posted for viewing. Employees would often use excuses such as “I didn’t know I had to show up” if they were absent.

Moe researched about 25-30 different scheduling programs and after hearing from industry peers about 7shifts, he knew he was onto something. Moe’s dedicated 7shifts Product Specialist, James, took the time to consider what would work best for Johnny Reb’s. “He didn’t tell me what I wanted to hear, he asked questions and had a very good understanding of what my needs were.” says Moe.

“It’s easier for the restaurants to manage labor and that turns out to be profitable for us. I recommend 7shifts to a lot of people when they ask me what I’m doing. I find myself in a great partnership with 7shifts – I want us to grow together.”

7shifts has improved communication within all 3 of Johnny Reb’s locations. “With 7shifts I know the employees have seen the schedule because it’s on their phone. They can’t tell me they didn’t see it because I know they’ve received the notification. That works really well in my favor.” says Moe.

One of Moe’s favorite features is the ability to send messages to everyone. Staff were very satisfied with how easily the word got around about the latest Johnny Reb’s promotion as they were all notified about it on their phones rather than being told in-person.

Labor benefits and more



Prior to 7shifts they were running at a 30-32% labor target and have now decreased it to 24-28%. Their labor cost is down by an average of 5% since implementing 7shifts! In a fine dining establishment, this is a major accomplishment.

Amongst 7shifts many features, Moe has noticed ones which stand out for Johnny Reb’s. For example, the Blocked Days feature on the schedule works well for his managers. This feature allows managers to block employees from requesting certain days off. They found it especially useful in the month of December with so many busy days leading up to Christmas and New Year’s.