

# America's favorite ice cream and dairy store drives sweet sales with Fourth



Learn how Braums streamlines scheduling to drive sales and employee retention with HotSchedules from Fourth.

**\$11.5 MILLION** IN MONTHLY SALES

**85% LESS** TIME SPENT SCHEDULING

**30% INCREASE** IN RETENTION

Beginning as a single ice cream and dairy store in Oklahoma City in 1968, Braum's has since expanded to more than 300 restaurants in five states. What hasn't changed is this family-owned company's passion for its people and commitment to quality. The only major ice cream maker to still milk its own cows, Braum's stands out for its vertical integration.

## Challenge

As this Southern treasure expanded from store to store and state to state, so did the challenges with managing and retaining a growing workforce.

- Scheduling was fully manual and employees had to make changes in person. Paperwork would get lost, human error increased, and information was not tracked.
- Without historical productivity data, forecasting was not possible.
- The company lacked an efficient communication strategy to update employees on policy and/or scheduling changes.

## Solution

Fourth empowered Braum's managers and employees to conquer their day with powerful workforce management solutions.

- HotSchedules made scheduling seamless and trackable.
- Braum's can now accurately project needed staff based on historical sales.
- Managers can note events that impact sales for future reference.
- Our workforce management solutions overcame the communication log jam. Managers now communicate with teams—and employees reply through two-way interaction.



"This is the easiest way to create a schedule. I can't live without it. I love it!"

**Amber Ghotbi**  
Braum's District Manager

"HotSchedules has definitely been instrumental in freeing up time for management to be more involved on the work floor to ensure the operation is going well, including customer service."

**Frank Crawford**  
Braum's Corporate Training and Education

## Results

Armed with Fourth's HotSchedules, the dairy operator now easily forecasts sales and tracks productivity—striving to beat projections by scheduling more people.

- 11.5 million in sales across all their stores per month post Fourth implementation
- 85% reduction in time spent scheduling
- 30% increase in employee retention



Industry  
Restaurants



Locations  
300+



Employees  
2200+



Product  
HotSchedules



Workforce management solutions  
Scheduling  
Demand forecasting  
Task management



Customer since  
2016