




CASE STUDIES

Company

Qdoba Mexican Grill
314 Corporate Restaurant Locations
44 Franchisee Restaurant Locations

Former Lock Program: Locksmith Call-Outs

Reason for Conversion


In 2003, Qdoba began researching key control companies to help alleviate the problems associated with lost keys and employee turnover. Regional Managers were wasting time and money to replace locks and cut new keys when managers left their positions. These actions were inefficient and Qdoba wanted to find a solution to bring their key management costs under control. That solution was InstaKey Security Systems' KeyControl® Program.

The Regional Managers have found the InstaKey system to be very efficient and cost effective. Once in place, the lock cylinder can be re-keyed by simply inserting and turning a step-change key 180°. Once the lock is rekeyed, the old keys are deactivated and new keys are simply issued from a kit supplied by InstaKey. Changing the lock can be done instantaneously at no cost to the restaurant. This saved the Regional Managers time in their day for not having to arrange for a locksmith call out and replacement. This also saved the restaurant the burden of having to spend revenue on the cost of locksmith services.

After several locations were installed and rekeyed over time, Qdoba recognized that the organization would receive a greater return by maintaining the Rekeying Kits at the restaurant. This would allow the management team to rekey the site immediately, and thus eliminate the need for a Regional Manager to leave to a site as soon as a rekeying event occurred.


Budget Acquisition

In August 2003, Qdoba Mexican Grill begun converting existing locations in Missouri as a test market for the InstaKey rekeyable lock hardware. As the locations were converted to InstaKey, the Regional Managers begun carrying the Rekeying Kits for each restaurant for when a rekeying event occurred. Due to the high turnover, Qdoba almost saw an immediate return on their investment, and a management team that could have their locations keying needs handled in-house.

When the Regional Managers reported back to the corporate office about the success that was being delivered to the locations by the InstaKey Security Systems KeyControl® Program, a decision to move forward in installing the system into each of the locations was made at the corporate headquarters. Funding was based on converting the perimeter doors and the manager's office. The funding was part of a capitol expense that was provided by the corporate office.

Implementation Strategy

As Qdoba's existing locations were converted to InstaKey, the corporate management team was looking into having the New Construction locations to receive InstaKey on the day before the turn over date of the restaurant. InstaKey was included on the New Construction Vendor Schedule. This allowed InstaKey to follow up with the Site Supervisor for verification of the installation date. This served as a point of contact for InstaKey and the technicians that InstaKey would provide in each area of the restaurant construction. When the restaurant team arrived, the location was already secure with InstaKey and allowed the General Manager to concentrate on other aspects of opening a restaurant than worrying about the location's security

Currently all 314 corporate locations have been converted to InstaKey's KeyControl® Program.

On-Going Program Benefit

The Regional Managers recognized that by having the restaurants possess the Rekeying Kits in their safes. This eliminated the need for them to travel to location as the Qdoba territory spread. It saved time for the locations to be able to rekey when a rekeying event occurred. The costs for the next rekeying kits were then applied to the restaurant's overall expenditure for operating. This helped cement the Key Control Program with the management teams on how to lower cost by following the Qdoba Key Control Program.