

Customer Story

Houston TX Hot Chicken Regains Inventory Accuracy, Operator Confidence, and Live Cost Visibility with Craftable



 **Customer:**
Houston TX Hot Chicken

 **Industry:**
Fast-casual restaurant / Franchise

 **Key Stakeholders:**
Luis Lopez, Director of Training
Christian Thompson, Director of Operations

The Challenge

When Inventory Data Lagged Behind the Business

As Houston Hot Chicken continued to grow, operational visibility became harder to maintain across locations. The team relied on a mix of pen-and-paper inventory counts, delayed invoice visibility, and a system that struggled with real-world food weight variability — especially critical for a chicken-centric menu.

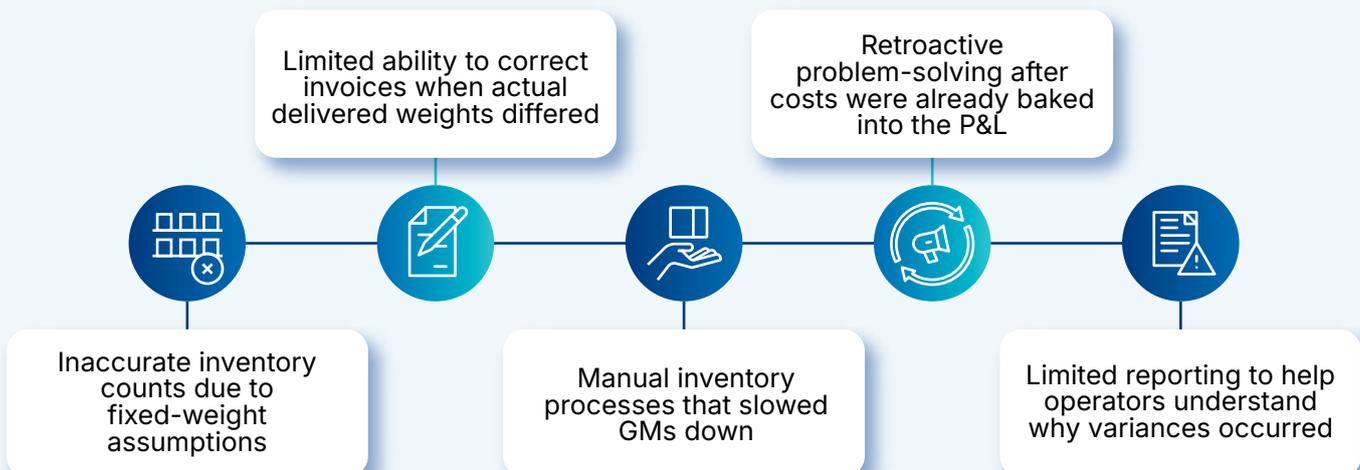
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When we were using a previous solution, invoices and products weren't showing properly, and weight variances made the numbers hard to trust. By the time we caught issues, the week was already closed.

”

Christian, Director of Operations.

Key challenges included:



The Shift

Rebuilding the Foundation — the Right Way

Houston TX Hot Chicken initially adopted Craftable, but real transformation began when new operational leadership took ownership of the system.



“When Christian and I really got involved and built the platform the way it was meant to be used, everything changed”



Luis Lopez,
Director of Training.

The team standardized their approach:



Cleaned up POS mappings and modifiers



Mandated consistent operational workflows across franchises



Aligned pricing and units across vendors



Integrated POS data from Toast for deeper accuracy



Implemented accurate conversions for chicken by weight and count

This groundwork enabled Houston Hot Chicken to move beyond surface-level reporting and into live operational insight.

The Impact

From Pen & Paper to Live, Coachable Operations

Craftable replaced manual inventory counts with shelf-to-sheet digital workflows, dramatically reducing admin time for managers and increasing trust in the data.



“Now we’re doing inventory on iPads or computers, and I can check it live. If something looks off, I can address it immediately — not a week later in a meeting.”



Christian,
Director of Operations.

Operational gains included:



Faster, cleaner inventory counts



Accurate tracking of variable-weight proteins



Real-time visibility into what’s moving in and out of stores



Fewer surprises at week close



Reduced admin burden for GMs

! Most importantly, Craftable changed how !
leaders coached their teams.

“The reporting lets us guide managers to the issue instead of just telling them the answer,” said Luis. “They learn faster, and they actually understand what went wrong.”

Live Reporting That Fuels Growth — Not Just Accountability



For Houston Hot Chicken, reporting isn't about catching mistakes — it's about developing operators.



"I don't want to just give the answer, I want them to see the why. Craftable gives them the tools to figure it out themselves, live."



Christian,
Director of Operations.

With week-over-week comparisons, audit reports, and category-level visibility, managers can:



Spot variances immediately



Take corrective action before margins drift further



Understand which categories are driving cost changes

This live feedback loop supports career growth while protecting profitability.

Why Craftable

Built for Operators Who Put the Work In

Luis describes Craftable as a system that rewards operational discipline.



"It's operator-oriented. You have to do your due diligence — but that's true of any system. Once we did the work, it started working amazingly for us."



What stood out most:

- Flexible conversions for real-world food delivery variance
- Deeper, more actionable reporting than Restaurant365
- Inventory workflows that mirror how kitchens actually operate
- A platform that supports coaching, not just compliance

The Result

Confidence in the Numbers — and the People Using Them

Today, Houston Hot Chicken operates with:



More accurate food cost reporting



Better-trained, more confident GMs



Live visibility into inventory and variance



Less time spent on admin, more time on leadership

Craftable didn't just replace a system — it became a shared operational language across the organization.

