

CASE STUDY



JUICING UP EFFICIENCY

Booster Juice's Payroll Transformation With Push



Nourishing Healthy Lifestyles Across Canada Since 1999

Booster Juice, Canada's original juice and smoothie bar, has grown from a humble kitchen creation to a global brand since it was founded in 1999 by Dale Wishewan. With a mission to create long-lasting customer relationships, Booster Juice quickly became a leader in the quick-serve industry, offering healthy alternatives for those with active lifestyles. What began as a single location in Sherwood Park, Alberta, turned into 400 locations worldwide. Today, Booster Juice is well-known not only for its smoothies and fresh-squeezed juices but also for its commitment to promoting a healthy lifestyle, using quality ingredients, and exceptional customer service.

We had the pleasure of speaking with Marilyn, who now owns over 20 Booster Juice locations across Western Canada. With nearly two decades of experience in the business, Marilyn has a deep understanding of the company's operations.





Juiced to the Limit Before Using Push

For years before implementing Push, Marilyn relied on a bookkeeper to manage payroll for 13 of her Booster Juice locations. While this was a system that seemed to be working at the time, she realized that it not only added an extra expense but also left her in the dark about crucial labor data.

Despite her efforts to monitor labor costs closely, Marilyn struggled to understand why they remained so high. It wasn't until later that she uncovered several issues:

- ✗ Misaligned store manager practices
- ✗ Employee time theft
- ✗ A lack of oversight for locations in other provinces

These challenges made it difficult for Marilyn to reduce labor costs and maintain a consistent, shared vision across all of her franchise locations.

“Push is so, so helpful and they’re very educated in what they know. They were very hands-on, well trained, and very kind and patient with me – just very accommodating.”



Experiencing a Fresh Boost of Efficiency

Marilyn's upgrade to Push made a world of difference in her day-to-day tasks and in managing all of her Booster Juice locations. When the pandemic hit, she needed to quickly issue ROEs and deactivate employees, a process that Push made incredibly simple for her. **Time tracking approvals and payroll became effortless, requiring just two or three clicks to complete.**

Being able to compare sales vs. labor costs was a game-changer for Marilyn, allowing her to closely monitor expenses and make quick adjustments. With Push's accurate time tracking, she could now see employee clock-ins and clock-outs in real-time while comparing them with hourly sales to confirm that employees were only paid for the time they worked. This data gave her the insights to make informed decisions, including cutting unnecessary labor costs. This efficiency has saved her an estimated 10 to 15 minutes of pay per employee per day, totaling around 6,000 hours per year across all locations.

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The transparency Push offered meant that Marilyn no longer needed to rely on her bookkeeper for daily time tracking and payroll tasks. Instead, **she could oversee operations at each location from the comfort of her home**, confirm that approved schedules were followed, and even run payroll for all of her employees with just a few clicks. Beyond streamlining her operations, Push has also equipped her with the tools to manage her business more effectively than ever before.

"It only takes me two or three buttons to review payroll, approve it, and run it."

Squeezing Out Success With Push

Despite the challenges of the pandemic, Marilyn has successfully expanded her Booster Juice operations from 13 to 20 locations over the past four years. Push's scalability has made managing this expansion a breeze. Now, she can easily keep an eye on all of her stores remotely and handle most of the day-to-day tasks herself, leading to significant cost and time savings.

With Push, Marilyn has saved:

6,000

hours of employee pay per year

360

hours of bookkeeper pay per year

\$91,200

per year saved with time tracking technology

These savings have allowed Marilyn to reinvest in employee training programs and future store launches. The efficiencies she's gained with Push have fueled her business' growth and set her up for continued success as she expands her franchise operations across Canada.



The End Result

Challenges



Inaccurate time tracking



Paying a bookkeeper for payroll



Lack of transparency across stores



Clunky and confusing software



Time wasted managing labor



Struggling to manage multiple stores on-site

Solutions ✓



Using time tracking software and automated time clock adjustments



Running payroll in just two clicks with integrated software



Managing multiple stores remotely with a single platform



Providing a channel to share news and updates with employees



Maintaining consistent store manager policies across all locations



Accessing sales vs. labor reports in real-time for smarter scheduling

Results

Switching to Push has saved Marilyn an estimated 6,000 hours annually on timekeeping errors and over \$91,200 on labor costs. Push not only helps Marilyn save time and money but also allows her to remotely oversee all 20 of her stores from a single platform. Automating and streamlining payroll has eliminated the need for a bookkeeper and freed up time and resources for Marilyn to grow and expand her business — all while giving her peace of mind that her team is taken care of and her business is compliant!



Join Marilyn and thousands of satisfied clients to experience the power of an integrated all-in-one people management system designed for restaurants!

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