



# Sunshine Restaurant Partners (IHOP)



# Important Note:

## **CSV File Due Dates for Bulk Onboard:**

The CSV file can be sent as one list if each segment of users is appropriately labeled, or 4 separate CSV files if that feels simpler. The lists just need full name, raw phone numbers, including country code without spaces, parentheses, or dashes, and email. They of course need to be labeled with which upload section they're a part of it is one big list.

## **The CSV files must be sent out on or before these dates to stay on track:**

- May 20th for the Leadership upload
- May 27th for the Pilot upload
- June 3rd for the South Region upload
- June 10th for the 2nd & 3 Region upload

# Enterprise Onboarding & Rollout Plan

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**Prepared by Zenzap**

**Timezone: EST**

This onboarding strategy was designed collaboratively during the onboarding planning session with Sunshine Restaurant Partners leadership and is structured to support a smooth, phased rollout across all IHOP franchise locations while minimizing operational disruption.

The rollout prioritizes:

- Leadership enablement first
- Pilot validation before mass deployment
- Simplified manager adoption
- Low-friction employee onboarding
- Operational continuity during Claudia's PTO period
- Centralized communication and support

## Rollout Philosophy

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During planning discussions, SRP leadership emphasized that this deployment is primarily a **top-down communication initiative**, not a complex two-way collaboration rollout. The most critical users to train are:

- Regional Directors
- Area Directors
- Leadership Teams
- Managers

Frontline employees will primarily receive communications and alerts, requiring minimal onboarding beyond downloading the app and receiving notifications.

Because of this structure, the onboarding plan focuses heavily on:

1. Leadership readiness
2. Manager confidence
3. Communication consistency
4. Troubleshooting support during rollout

## **Phase 1 - Configuration & Technical Setup**

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### **May 11 @ 12:00 PM - Configuration Sync**

**Duration:** 15–30 Minutes

#### **Objectives:**

- Finalize workspace structure
- Configure initial channels
- Review hierarchy setup
- Align permissions and communication flows
- Discuss recommended channel architecture
- Review whitelist/domain setup with IT

#### **Key Discussion Points:**

- Workspace and hierarchy configuration
- Suggested channel strategy
- Corporate communication workflows
- Division/region organization
- Leadership communication paths

### **Technical Action Items:**

- Finalize desktop app accessibility
- Configure upload/import structure
- Validate user import templates

### **Deliverables:**

- Configured workspace environment
- Initial channel recommendations
- Technical readiness checklist
- Upload template distribution

## **Phase 2 - Leadership Onboarding**

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### **May 26 @ 2:00 PM - Leadership Onboarding & Training**

**Audience:** Regional Directors, Area Directors, President (~20 people)

#### **Purpose**

Train leadership users before platform invitations are distributed, so stakeholders understand the platform prior to login activation. This approach was specifically recommended by SRP leadership to maximize adoption and reduce ignored invitations.

## Training Focus

Leadership users will receive deeper platform training, including:

- Workspace navigation
- Sending organization-wide communications
- Creating and managing channels
- Regional communication structure
- Administrative functionality
- Escalation/support procedures
- Best practices for operational communication

## Post-Session Actions

Immediately following training:

- Leadership invitations will be distributed (**needed before 5/21**)
- Leadership users will gain workspace access
- FAQ hub access will be shared

## Included Resources

- Leadership onboarding materials
- FAQ documentation
- Support escalation process
- Platform best practices

# Phase 3 - Pilot Launch (South Florida)

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## June 1 @ 12:00 PM - Pilot Division Launch

**Pilot Region:** South Florida Division

### **Pilot Structure**

A controlled pilot rollout will launch with:

- One South Florida division
- Approximately 12 stores
- Leadership-led communication testing

The purpose of this pilot is to:

- Validate communication delivery
- Identify onboarding friction
- Resolve technical edge cases
- Test operational workflows before mass deployment

### **Pilot Support Strategy**

During pilot week:

- Zenzap support will monitor onboarding
- Leadership feedback will be collected
- Troubleshooting assistance will be available
- Adoption metrics will be reviewed

## **Manager Enablement**

Managers in the pilot group will receive:

- Pre-recorded onboarding walkthroughs
- Simplified usage guidance
- Basic operational training focused only on relevant manager functions

Managers are *not expected* to create channels or manage administrative settings. Training will remain intentionally lightweight and operationally focused.

## **Phase 4 - Regional Rollout**

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**June 8 @ 12:00 PM - South Region Rollout**

**June 8 @ 2:00 PM - Manager Training**

### **Objective**

Expand deployment across the full South Region following successful pilot validation.

### **Rollout Strategy**

By this phase:

- Leadership teams will already be trained
- Pilot feedback will be incorporated
- Most technical issues should already be resolved
- Employees will begin broader platform activation

## **Manager Training Topics**

This session focuses specifically on practical manager usage:

- Sending team communications
- Viewing updates and alerts
- Basic message workflows
- Notification settings
- Troubleshooting basics

## **Important Operational Note**

Manager training intentionally excludes advanced administrative functionality, as most managers will only need day-to-day communication capabilities.

# **Phase 5 - Full Multi-Region Deployment**

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**June 15 @ 12:00 PM - Full Rollout to Regions 2 & 3**

**June 15 @ 2:00 PM - Manager Training**

## **Objective**

Complete enterprise-wide rollout across remaining regions.

## **Rollout Expectations**

At this stage:

- Leadership users should already be fully operational
- South Region lessons learned will be applied
- Communication workflows will already be standardized
- Most onboarding support needs should be predictable

## **Support Priorities**

- User adoption monitoring
- Login troubleshooting
- Communication consistency
- Regional support coordination

## **Anticipated Scale**

The organization discussed onboarding:

- ~3,900 employees total
- ~60 stores in the first major region
- Enterprise-wide communication deployment across all locations

# **Phase 6 - Pre-Holiday Stabilization**

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## **June 22 @ 2:00 PM - Final Manager Training & Claudia Check-In**

### **Purpose**

Prepare the organization for continuity during Claudia's PTO period.

### **Session Goals**

- Final manager Q&A
- Outstanding issue review
- Adoption status review
- Interim communication planning
- Support escalation confirmation
- Transition planning for temporary POC

## **Key Operational Planning**

During the planning meeting, it was agreed that:

- A temporary point of contact will be designated during Claudia's PTO
- Zenzap support will continue assisting managers and leadership during this time
- Additional optional trainings can still be scheduled if needed

## **Interim Coverage Period**

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### **June 24 - Temporary POC Assignment**

A temporary operational point of contact will be assigned while Claudia is out of office.

### **Claudia PTO Window**

**Out of Office:** June 24 – July 8

### **Coverage Plan**

The interim POC will:

- Coordinate operational questions
- Escalate issues to Zenzap
- Assist with manager communication
- Maintain rollout continuity

## **Zenzap Responsibilities During PTO**

- Ongoing onboarding support
- User troubleshooting
- Adoption assistance
- Training follow-ups if required

## **Phase 7 - Post-Holiday Optimization**

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### **July 13 @ 12:00 PM - Post-Holiday Check-In**

**Duration:** 30 Minutes

### **Purpose**

Review platform adoption and operational performance following the holiday period and Claudia's return.

### **Discussion Topics**

- Rollout performance review
- Regional adoption updates
- Outstanding support needs
- Additional training requirements
- Optimization opportunities
- Long-term communication strategy

This session serves as the transition from onboarding into long-term operational success management.

# Training & Enablement Strategy

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## Leadership Training

Leadership users receive:

- Full platform walkthrough
- Administrative functionality
- Channel management guidance
- Communication best practices

## Manager Training

Managers receive:

- Simplified operational training
- Basic communication workflows
- Notification and messaging guidance
- Quick-start functionality only

## Employee Experience

Employees primarily:

- Receive messages and alerts
- Download app/access communications
- Require minimal training

This lightweight employee onboarding strategy was intentionally designed to maximize adoption speed and reduce operational friction.

# Recommended Supporting Assets

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## Operational Resources

- Central onboarding hub
- FAQ documentation
- Manager quick-start guide
- Leadership best practices
- Recorded training sessions

## Suggested Channel Categories

Recommended channels discussed during planning include:

- Leadership Announcements
- Regional Communications
- Operations Updates
- Emergency/Hurricane Alerts
- Manager Resources
- HR Communications
- Training & Support

Additional channel architecture will be finalized during configuration sessions.

# Success Metrics

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## Adoption Metrics

- Invitation acceptance rate
- Manager activation completion
- Leadership engagement

## Operational Metrics

- Communication delivery success
- Login issue resolution time
- Regional adoption consistency

## Long-Term Success Indicators

- Reduction in communication fragmentation
- Increased operational visibility
- Faster leadership communication
- Improved store-level alignment

## Next Steps

### Immediate Action Items

- Finalize workspace configuration
- Whitelist zenzap.co
- Send import template to SRP
- Prepare leadership upload list

- Build onboarding hub + FAQs
- Record manager training walkthrough
- Finalize recommended channel structure

## Ownership Summary

<b>Task</b>	<b>Owner</b>
Workspace Configuration	Joint
Channel Recommendations	Joint
Employee Import Preparation	SRP
IT Whitelisting	SRP
Training Sessions	Zenzap
Rollout Coordination	Joint
Interim PTO Coverage	SRP