

Customer Story

Oh My Donuts

Oh My Donuts is doing donuts deliciously different offering homemade donuts and glazes with vegan and gluten-free options.

Where: Land O' Lakes, FL

Employee Count: 16

Schedule Fact: schedule now takes 5 minutes

Labor Fact: stopped a 20% overage on labor costs due to early clock-ins



"Synergy and simplicity all with high detail. We can really shape Homebase to work for us."

Julie Hankins, Co-Owners and Baker



Key Challenge

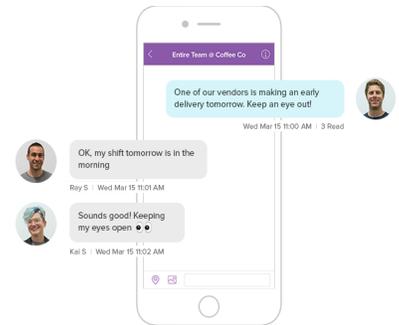
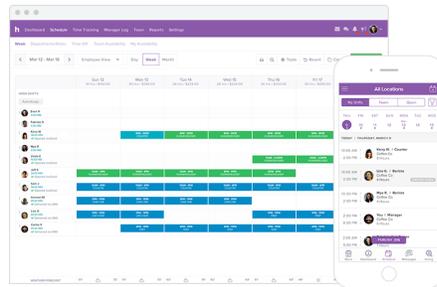
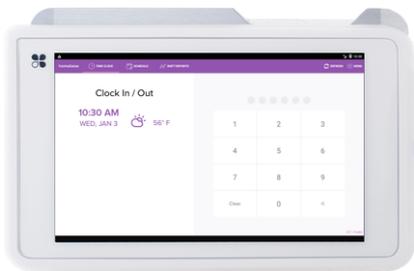
How do you manage a young team and run a business when you aren't always in the store?

From the start, owner and baker Julie Hankins knew she wanted to have a software solution when it came to managing her 16 employees at Oh My Donuts. Working a separate full-time job, Julie needed the ability to manage her team of 15-20 year olds when she was not at the donut shop. Two scheduling solutions were downloaded from the Clover marketplace, one of them being Homebase. The team jumped in using both options, as Julie watched for which software people gravitated towards naturally. Overwhelming, the team used Homebase, picking it for its ease of use. Julie says "It was miles above."

The Solution

Syncing seamlessly with Clover, Homebase gives owners the insight and tools to manage their business wherever they are.

The Clover and Homebase integration enables Oh My Donuts to be more efficient with their dollars. With sales data feeding into her labor data, Julie has visibility into daily fluctuations and long-term trends. With daily fluctuations, she can predict if she'll need to bring in the on-call employee. With long-term trends, she can see which days tend to bring in more sales and staff accordingly.



Something Sweet for the Bottom Line

“We had a 20% overage on labor costs due to early clock-ins.”

After a few weeks of running the business, Julie noticed her team was starting to clock in early for their shifts. For most of her employees, this is their first job and they weren't equating the early clock-ins to hard dollars affecting the business. When early clock-in prevention was enabled through Homebase, “it took away the negativity that could have come from an Us vs Them thing.” Now, the team understands to show up for their scheduled shifts, the business saves money on labor leakage, and there are no bad feelings between management and employees.

Something Sweet for the Owners

“Scheduling is now a 5 minute copy/paste.”

Homebase gives Julie more time to run her business. Scheduling is a 5 minute copy/paste. She copies the schedule out for the next 6 weeks and then makes small adjustments on the fly. “I send it out, pop in any open shifts, and my team can snag it. It's so quick and seamless.”

Julie likes the “synergy and simplicity all with high detail.” She jokes that even her business partner, who is “old school,” can figure it out and that it crosses generations.

Something Sweet for the Employees

“The transparency makes the team feel connected to the business.”

Julie knew that with a young team, she needed a management solution that worked with them. The team at Oh My Donuts likes the texts sent an hour before their shifts, reminding them they have work. If they forget to log in/out, or take a break, the team can ping Julie even though she's offsite and she can instantly make changes.