

# Consistency built this franchise. Tech helps it grow.



## QUICK TAKE:

- BIRDCODE owner Phil dreamed of building a franchise but knew he'd need the right culture, the right team — and the right tech.
- Tools that work together — including a POS, KDS and even a white-label app — helped them grow seamlessly, avoiding multiple systems with multiple screens.
- Square for Franchises gives BIRDCODE owners detailed insight and helps them keep every franchisee on the same page, even as they continue to grow.

When they began building out a fast food restaurant brand from scratch, BIRDCODE owners Phil and Brandi Killoran wanted to bake in their values.

That was 'the code' part of BIRDCODE, their fried chicken franchise dedicated to supporting the staff and providing them with 'solid, reliable tools to help them excel and to feel comfortable'.



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## Your systems need to ‘work seamlessly with your operations and with your team.’

Setting up BIRDCODE for franchise success meant standardising every piece of the business, Brandi explains, ‘From the supply chain side of it to the technology side, to the human resources side, as well’.

And that’s where Square for Franchises came in, the platform with all the integrations they needed – tools that talked to and worked with each other.

‘We started with a basic Square Register. Now, we have all these integrations,’ Phil says. ‘The [Square Dashboard] app, the back-of-house software, it’s definitely going to help us long-term. The integrations with our third-party delivery. The KDS. The marketing side of it. The gift card side of it. It’s growing and it’s growing seamlessly.’



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## Stay in control, but ensure access, too. That’s Square for Franchises.

‘What’s great about Square for Franchises is I get to decide what level of access the franchisees have and what level of control they have,’ Brandi says.

For Phil and Brandi, that means they control the menu, the prices and everything on brand (stuff franchisees don’t want to worry about, Brandi adds). The franchisees have access to manage where needed, like removing an item, and can provide input as well.

## ‘If you have systems that work and are consistent, then you can focus on the stuff that matters.’

Phil Killoran, Co-owner, BIRDCODE

For BIRDCODE, the key to successful franchises is consistency, whether it’s making sure the same quality ingredients are available in each location, keeping the hours the same for every location or using the same Square technology to help run the restaurants. ‘It’s the number one thing,’ Phil says. ‘Inconsistencies kill companies. And with Square for Franchises, and specifically the whole Square suite altogether, it provides that consistency for us and for our team.’

Want to know more about how Square for Franchises can help your business?

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