

Firebird Restaurant Group, Newest MeazureUp Customer



Toronto, ON, Canada – September 6, 2017 – MeazureUp is excited to welcome the Texas-based Firebird Restaurant Group as one of their newest customers. With six unique concepts and close to 50 locations all under Firebird Management, this is a brand poised for growth. Adding MeazureUp technology into their operational plan is sure to aid the overall management of both their existing and future locations.

Tim Schroder, Vice President of Operations Services stated, “we are excited to streamline our process and use this tool to analyze our results by district and brand. This information allows us to drive positive outcomes the benefit our people, our brands, and our business.” Ashley Helkenn, Senior Training Manager also noted, “having the MeazureUp solution available at each restaurant will increase our ability to maximize time in our restaurants and will allow us to generate real-time, actionable data from restaurant visits. We will be able to identify underlying problems and correct them to protect and enhance the Guest experience.”

With multiple brands inside the Firebird Restaurant Group, their organization understands the direct correlation between positive company culture and customer experience. Implementing core values such as passion, pride, performance, and purpose-driven profits are paramount to everything Firebird does.

The MeazureUp solution provides Firebird’s management with the tools they need to make sound operational decisions. The application offers in-audit functionality such as live photos, comment and action plan collection, all of which are accessible on any mobile device or tablet. These features will directly help District Managers (DM) conduct stronger assessments at each restaurant and ultimately the entire Firebird corporation. The application will permit management to see in real time, the full analysis breakdown of each assessment gathered in one space. This makes tasks more efficient and consistent throughout the company.

The entire MeazureUp team is looking forward to starting with the Firebird Restaurant Group!

About Firebird Restaurant Group:

Firebird Restaurant Group owns and operates a unique collection of popular restaurant brands throughout Texas such as, El Fenix Mexican Restaurant, Snuffer’s Restaurant & Bar, Village Burger Bar, Meso Maya, Taqueria La Ventana and TorTaco. In addition to these establishments, Firebird owns and manages Sunrise Mexican Foods, which produces high-quality Mexican food products. For more information visit firebirdrg.com.

About MeazureUp:

MeazureUp is a cloud based software company assisting over 2500 Users and 50 brands ranging from 2-500 locations manage their operational consistency. Using the MeazureUp solution, organizations are able to gather internal information with detailed analytics and operational intelligence using a digital platform. With thousands of locations currently on board, MeazureUp is able to help owners and management focus on their core concern, growing their business. For more information visit the [MeazureUp](#) site or contact 416 428 5970 with any questions.