

### History of Bheki's Burgers

Bheki Dube, the founder of Bheki's Burgers, realized his dream of running his very own burger joint in 2009 after his family and friends encouraged him to make the delicious burgers that he was so well known for at social gatherings, available to the community. With a flip of a burger and a toast of buns, Bheki's Burgers opened its doors on 21 May 2017 and has been bringing joy and delicious burgers to the community ever since.

### Dealing with a growing business and the challenges Bheki faced

With the popularity of the burger joint and the demand for his delicious burgers in areas outside the community, Bheki decided to expand his business. Although this was an exciting venture, it did come with some challenges:



#### Bheki

You know, finding the right spot and then getting the restaurant setup was the easy part. But finding the right people, now that was a challenge.



#### Interviewer

Why would hiring people be more difficult?



#### Bheki

My first joint was very busy, and I had little time, so I hired people in a hurry and eish did my patties get burnt. I couldn't be in two places at once. When I was at the new joint, everything was rush rush, you know! I couldn't teach my people the proper way. When I wasn't there, there was no super vision and things fell to crumbs.



#### Interviewer

That must have been bad for business, what did you do next?



#### Bheki

It was a disaster! I couldn't deliver the same experience and customer satisfaction like I did at my first joint. People were disappointed, and it showed in the sales. My reputation was on the chopping block, so I had to close the doors. It was a very difficult time. Learning from his mistakes and finding a solution.



## Interviewer

Now, you have successful burger joints all around the country. How did you manage to turn the disaster around?



## Bheki

I wasn't satisfied with just having one burger joint, and neither were the people. As the word spread of our delicious burgers, people pleaded to have a Bheki's Burgers in their hood. I had to find a solution and give the people what they wanted. One day I was chatting with a friend about my challenges and she told me about a system they use in the company where she works. A system called Onramp. The staff would receive training manuals and policies which they would need to take a test on. If they passed, they got awarded certificates and reward points. I said, hai Sandra, that sounds very nice but seems like even more work on my plate. She laughed and said Bheki, look at the bigger picture. Let me break it down.

### Sandra said

*"You and your team have all the knowledge of how to run your business successfully in your head right? RIGHT. But you are only a few people, and to grow your business you need to make sure that all your people are in the know right? RIGHT. But you can't be everywhere at once, right? RIGHT."*

*So if you could take all that knowledge and put it into easy to understand training manuals and policies, it means you do the work once, but can send it to many, whenever and wherever they are. And because it is digital, you can make changes at any time and ensure everyone has the latest updates on running your business successfully."*



## Bheki

I had to know more, so I contacted the team at OnRamp and they demonstrated the power of OnRamp. Not only did it have more features than I expected, but it was also so quick and easy to spin up, their service was exceptional and best of all, the pricing was just the right fit for my growing business. I was sold.

## How he used OnRamp in his business:



### Interviewer

Wow! So how exactly did you use OnRamp in your business?



### Bheki

First we had to tackle the immediate issues with unskilled staff. Training manuals relating to all business activities were put together. We covered everything from customer service and product knowledge to operations and systems. We made sure these Training Manuals were engaging with lots of videos and images, and then we made tests so we could be sure that the staff were really understanding the training.

Then we had to make sure I was covering my ASSETS by ensuring the business and all staff were compliant in our internal policies as well as in industry-specific rules and regulations. OnRamp's policy documents come with a digital sign off feature so I can track the acceptance and compliance of all my staff. And you know what, I can even test them on those policies too.



### Interviewer

That must have been a lot of content to BUILD?



### Bheki

Yes, but building your own content in OnRamp is so easy. You can either build your documents from scratch with the document builder or choose premade content that you can customize to suit your own business.



### Interviewer

That sounds very useful. Once you built your content, what did you do next?



### Bheki

We had to SEND it to our staff, of course. It was a breeze. Select your documents, select your people and fire away. Everyone gets a notification to login into their portal and complete their documents. We could then TRACK their engagement and progress through various reporting tools. We then got started on our Induction. You see, that was the biggest problem, having new people start and not knowing what the heck to do. If we could nip that in the bud, we could get going on growing the best burger joint in the country.



## Interviewer

This all sounds like it must have taken quite some time to execute?



## Bheki

Oh, it was quick sticks. I opted for the CoPilot Service, which is when the Onramp team assists in conceptualizing all your training and compliance needs - creating the documents, managing the assignments and reporting on your behalf. I was involved, but their team took the load off me so I could focus on the other areas of my business.

## What results he found using OnRamp



## Interviewer

How did you really know OnRamp was working for you in your business?



## Bheki

Well for starters, the attitude of my staff changed. We went from having an unmotivated and unproductive workforce to a team that was passionate about their work and the success of the business. We invested in them, so they invested in us. But for mains, the proof is in the pudding; eight new stores, 120 new employees, and a 15% increase in sales. And for dessert, we won the 2018 Burge of the Year award.

## The future of Bheki's Burgers and OnRamp



## Interviewer

Bheki, this has been very insightful, thank you for your time. Do you have any last words about OnRamp?



## Bheki

OnRamp has been my secret weapon which I will continue to use in my business, not only because the platform is great and always evolving, but also because they have a one of a kind team. They came, they understood, they provided the solution, and they continue to provide a great service and product allowing me to continue to follow my dreams of my burger empire.