



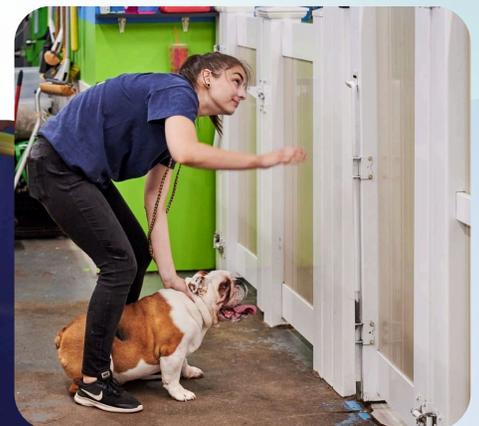
Revolutionizing Doggie Daycare: Hounds Town's Operational Transformation with MyTime

Executive Summary

Hounds Town, a rapidly growing doggie daycare and boarding service with 65 locations across the United States, faced multiple challenges managing its operations efficiently. Partnering with MyTime, Hounds Town implemented a suite of tools designed to streamline scheduling, client management, financial reporting, and inventory controls. This case study explores the integration of MyTime's solutions and the significant improvements they have driven in operational efficiency, client satisfaction, and business growth.

Client Overview

Hounds Town was founded by a former NYPD canine unit handler, with a philosophy deeply rooted in providing a natural and joyful environment for dogs. With facilities designed to group dogs by size, temperament, and play style, Hounds Town offers a unique service that prioritizes canine needs. As the company expanded, the management found it increasingly challenging to maintain consistency and efficiency across multiple locations.



Challenges

Before adopting MyTime, Hounds Town struggled with:

- **Inefficient Scheduling:** Each location managed its own scheduling, leading to inconsistencies and operational bottlenecks.
- **Client Data Management:** Inadequate systems for managing the detailed records of pets and their owners, critical for personalized care.
- **Limited Reporting Capabilities:** Existing solutions did not provide the granular insights necessary for strategic decision-making across locations.
- **Inventory Discrepancies:** Manual inventory management was prone to errors and was inefficient for a multi-location business model.
- **Lack of Scalable Systems:** Hounds Town's rapid expansion exposed the limitations of their existing infrastructure, which was not designed to scale with the company's growth. This created a critical need for a robust, scalable system that could accommodate increasing operational demands while maintaining consistency and quality across all locations.

Choosing MyTime was a pivotal decision for us, primarily because of their willingness to work with us and tailor their platform to meet the unique needs of the doggie daycare industry, which was largely underserved by existing products and didn't have the ability to service the franchise model. MyTime's ability to provide a franchise ready solution and their commitment to work with us, to adapt and grow together, and create a custom solution shaped for our business is why we moved forward. It's their willingness to be a true partner.

- **Scott Lanni**, Vice President of Operations, Hounds Town



Solutions Implemented

Hounds Town, with its rapidly expanding network of dog daycare and boarding facilities, faced significant operational challenges that stemmed from managing multiple locations with disparate systems. As the company grew, the need for a unified platform that could seamlessly integrate various operational functions became critical. The adoption of MyTime's comprehensive suite of tools was driven by these challenges:

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Booking Widget and Scheduler

Previously, Hounds Town struggled with a cumbersome booking process that required pet owners to fill out online forms, followed by manual scheduling by staff via phone calls. This method was inefficient and became increasingly unmanageable during peak boarding seasons, leading to staff overload and decreased customer satisfaction. MyTime's online booking widget revolutionized this process by automating scheduling and shifting the booking responsibilities directly to the pet owners. This allowed for:

- **Enhanced Customer Experience:** Pet owners gained the ability to book appointments at their convenience, improving accessibility and satisfaction.
- **Operational Efficiency:** The automation of the scheduling process significantly reduced the administrative burden on staff, enabling them to focus more on the quality of care provided to the pets.
- **Controlled Booking:** MyTime's system includes safety features that ensure compliance with Hounds Town's health and operational standards by allowing only eligible pets to book evaluations.

The introduction of MyTime's online booking widget has transformed how we manage client appointments, especially for the initial pet evaluations. It's moved the responsibility to the pet owners, who can now book available evaluation times directly through the platform, making the process nearly frictionless for both pet owners and our staff.

Scott Lanni, Vice President of Operations, Hounds Town



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Integrated Client Management System

- **Centralized Client and Records Management:** As Hounds Town expanded, maintaining high service standards and effective marketing across all locations became challenging. MyTime's centralized system provided a solution by streamlining the management of both pet and owner information, making it easier to maintain service quality and implement targeted marketing campaigns.
- **Global Client Accounts:** The mobility of Hounds Town's customer base, often traveling with their pets, necessitated a system where customer and pet information was uniformly accessible across all franchises. MyTime's global client accounts ensured continuity and consistency of service, regardless of the location visited.

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Integrated POS, Inventory Management, and Reporting

- **Seamless POS Integration:** The integration of POS with inventory and reporting systems meant that sales data could directly feed into inventory management and financial reporting, providing real-time insights that were crucial for managing cash flow and optimizing inventory.
- **Data-Driven Decision Making:** The comprehensive data collected by the integrated system informed decisions on marketing strategies, pricing adjustments, and product offerings, enhancing the overall business strategy

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Enhanced Reporting System

- **Comprehensive Data Analytics Platform:** Addressing the challenge of limited reporting capabilities, MyTime introduced a robust analytics platform tailored to meet the strategic needs of Hounds Town. This platform consolidates data from all locations into a unified reporting system, providing detailed insights that empower Hounds Town to make well-informed strategic decisions.
- **Real-Time Operational Insights:** By leveraging real-time data processing, MyTime's solution offers immediate visibility into operational metrics across all franchises. This capability enables Hounds Town to identify trends, anticipate needs, and adjust strategies dynamically, ensuring optimal operational efficiency and strategic alignment.

- **Customizable Dashboards:** MyTime's customizable dashboards are designed to cater to the specific needs of each location while maintaining a coherent overall strategy. This feature allows Hounds Town's management to track key performance indicators (KPIs) at both micro and macro levels, fostering an environment of continuous improvement and scaled growth. These dashboards also facilitate quick access to location-specific data and comparative analytics, simplifying complex decision-making processes.

This solution framework ensures that each franchise of Hounds Town can operate with the same level of precision and strategic foresight, crucial for maintaining a competitive edge and facilitating sustainable growth.

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↑ Unified Platform for Scalable Operations

- **Comprehensive System Integration:** MyTime integrates booking, POS, inventory management, staff and resource scheduling, and client data management into a single platform. This integration simplified operations and was a game-changer for Hounds Town as it scaled up, ensuring smooth and efficient operations across each franchise with minimal manual intervention.
- **Franchisee Autonomy and Accessibility:** The system not only centralized operations but also empowered franchisees with the ability to access all necessary operational data. This was essential for maintaining consistency across locations and enabling franchisees to manage operations independently, supporting Hounds Town's growth by facilitating quick scalability.



Results

Following the implementation of MyTime's comprehensive suite of tools, Hounds Town has experienced significant operational improvements and enhanced customer engagement, leading to measurable outcomes across their franchise network:

Transformed Data Management and Decision Making

- **Comprehensive Data Analysis:** The introduction of MyTime's dashboard has revolutionized how Hounds Town manages and analyzes data across its network. This tool has enabled them to access real-time financial summaries and operational metrics in one place, significantly simplifying the decision-making process and enhancing strategic planning.
- **Improved Financial Oversight:** As a direct result, Hounds Town has seen more efficient management of cash flows and better tracking of revenue, which has contributed to improved financial health across their locations.

The dashboard that was recently added has been really helpful. We have everything in one place now with the ability to filter by location and that is super helpful. Having everything in one place, is allowing us to move away from pulling data from various locations and putting them in excel sheets just to track comparisons month over month which is so time consuming. Seeing everything in one place now with the data filters we need is super helpful.

Scott Lanni, Vice President of Operations, Hounds Town



Boosted Client Retention and Engagement

- **Lapsed Client Re-engagement:** Through MyTime's client engagement reports, Hounds Town has successfully identified and re-engaged clients who had not visited in a while. By using tailored marketing messages based on these reports, they have increased return visits without resorting to financial incentives, leading to higher customer retention rates.

The ability to generate lapsed client reports has been a game changer for us. These reports help us identify clients who haven't visited in a while, enabling targeted communication to re-engage them and remind them of the benefits of regular socialization for their pets.

Scott Lanni, Vice President of Operations, Hounds Town

- **Enhanced Marketing Effectiveness:** The ability to analyze customer behaviors and preferences has allowed Hounds Town to implement more effective and targeted marketing strategies, resulting in increased customer satisfaction and service uptake.

Enhanced Operational Efficiency

- **Optimized Resource Allocation:** Utilizing package utilization and traffic analysis tools, Hounds Town has been able to more accurately predict customer behaviors and allocate resources more efficiently. This has been especially beneficial during peak times, ensuring that operations remain smooth and customer wait times are minimized.
- **Streamlined Staff and Resource Scheduling:** The scheduling insights have also led to better staff utilization, reducing overtime costs and improving staff morale by aligning work schedules more closely with actual demand.
- **Achieve Efficient POS and Inventory Management:** Integrated POS system streamlined transaction processing and financial management, while the inventory management tools ensured accurate tracking of supplies across all locations. The integration of these systems into the same dashboard provided a holistic view of sales and inventory data, further simplifying the management oversight and operational controls necessary for a multi-location business.



Empowered Franchise Management

- **Franchisee Support and Performance Improvement:** The reporting tools provided by MyTime have empowered franchise owners with the ability to deeply analyze and compare performance data across different locations. This access to detailed operational insights has enabled franchisees to pinpoint areas needing support or improvement, facilitating targeted interventions that have enhanced service quality and operational consistency across the franchise network.
- **Strategic Franchise Development:** These insights have also supported Hounds Town in scaling their operations by replicating successful practices and avoiding past inefficiencies in new and existing locations.

The direct impact of MyTime's tools on Hounds Town has been profound, driving improvements not just in operational efficiencies but also in customer engagement and strategic franchise management. These results demonstrate the powerful role that MyTime's integrated solutions have played in transforming Hounds Town into a more agile, responsive, and customer-focused organization.



Scalability and Growth with MyTime

As Hounds Town has expanded from 31 locations at the onset of their partnership with MyTime to 76 locations across the United States today, MyTime has played a critical role in facilitating this growth by providing a scalable, integrated solution that meets the evolving needs of a rapidly growing franchise. With goals to reach 100 locations by the end of 2025, the ability to manage diverse operational functions through a single platform has proven essential for Hounds Town. Let's dive into some of these critical elements that have enabled them to maintain high standards of service and operational consistency as they scale.

Franchise Expansion Support

MyTime's comprehensive tools have streamlined critical business processes, making it easier for Hounds Town to open new locations and integrate them into the franchise network seamlessly. Each new franchise benefits from the same robust system, ensuring that all locations operate with the same efficiency and quality of service.

Centralized Control with Local Adaptability

The unified platform allows for centralized control while still offering adaptability to meet local market needs. This balance is crucial for franchises like Hounds Town, where local compliance and customization play a significant role in operational success.

Enhancing Franchisee Independence and Oversight

MyTime's system empowers franchisees with real-time access to operational data and client information, fostering a sense of ownership and accountability while also providing the tools they need to succeed. This empowerment is a cornerstone of Hounds Town's operational strategy, driving both franchisee satisfaction and overall franchise performance.

Future Growth Strategy

Hounds Town plans to continue leveraging MyTime's capabilities as they explore expanding their service offerings. Features like multi-day boarding management and enhanced loyalty programs are next on their roadmap, promising to further enhance customer engagement and operational efficiency.



Summing Up

The journey of Hounds Town from operational inefficiency to becoming a model of operational excellence demonstrates the transformative power of MyTime's integrated solutions. By seamlessly connecting the dots between scheduling, client management, operations, client engagement, POS, financial reporting, and inventory management, MyTime has not only optimized the operational facets of Hounds Town but also significantly elevated the customer experience. This partnership showcases a stellar example of how tailored technological solutions can revitalize the operational structure of a growing franchise, making it more scalable, efficient, and responsive to the needs of its clientele.

The results speak for themselves: enhanced operational efficiency, increased client retention, and a robust platform that supports continuous growth and adaptation. Hounds Town's expansion to 76 locations, with ambitions to hit 100 by 2025, underscores the pivotal role that MyTime plays in not just supporting growth but fueling it. As Hounds Town continues to expand its footprint, MyTime's dynamic, scalable solutions ensure that every new location adheres to the same high standards of service and operational efficiency that have become the hallmark of the Hounds Town brand.

Are you ready to see how MyTime can revolutionize your operations and help you scale with precision? Contact us today to schedule a demo and see firsthand how our integrated solutions can transform your business just like they did for Hounds Town. Whether you're looking to enhance operational efficiency, improve customer retention, or expand your business, MyTime is your partner in growth. Don't just manage your business—thrive with MyTime. Schedule your demo now.

By inviting prospective clients to witness the tangible benefits MyTime offers, this call to action aims to convert readers' interest into active engagement, replicating the success story of Hounds Town with their own businesses



Discover how MyTime can transform your business operations and enhance the client and staff experience.

CONTACT US

today for a demo and see what MyTime can do for you.