

Quick-lube franchise saves '20 hours a week' with tech

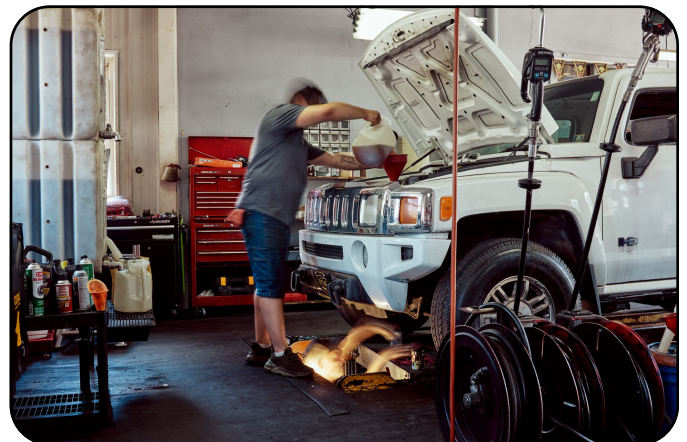


QUICK TAKE:

- Costa Oil has a distinct approach to the quick-lube business and can't afford to have franchisees go rogue. Square for Franchises helps keep everyone on brand.
- Training the team at a new location is no sweat. With a single, standardized system and an easy-to-use interface, the staff is up to speed within three or four hours.
- Whether they need to know a region's annual busy season or how many cars are currently receiving service at a specific site, Square for Franchises has the info — fast.

With 50 franchise locations across the country (and growing), Costa Oil wants customers to have the same experience no matter where they are. So the company uses Square for Franchises to keep every store on brand.

If a franchise location adds a new service, for example, Chief Operating Officer Brandon Cornelius receives a notification the moment it happens. "And then I could actually go in and erase it out of that item library."



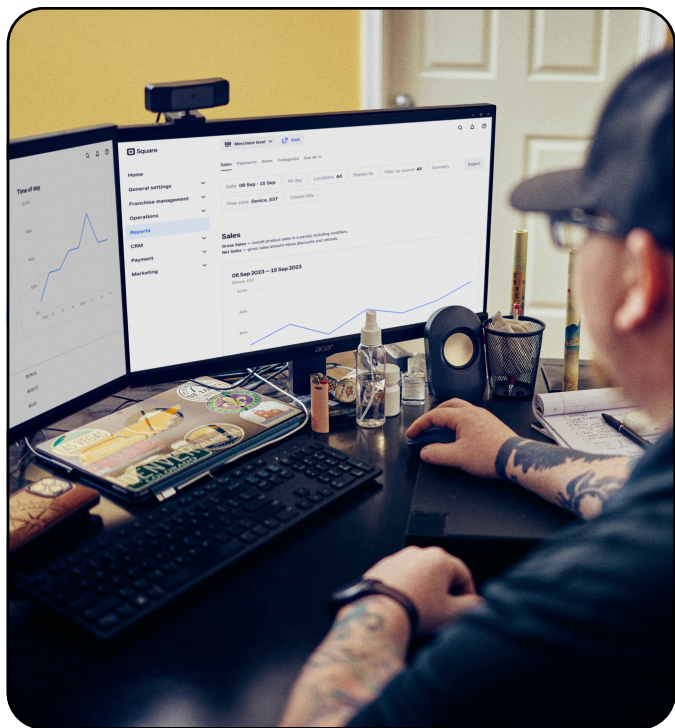
“The user interface is just point and click,” and that makes it easy.

Costa Oil started using Square 10 years ago because it was a system that would grow with the company and would be easy to teach to others.

“When I’m on site and we set up Square Stand for the first time, I can have everybody trained on how to use Square within three or four hours. And I feel comfortable walking away and letting them operate it without me being there,” he says.

When you have the information you need, decision-making is simple.

Knowing the trends for every area helps Costa Oil plan ahead, from how much oil they order to how they handle staffing. What used to take him hours every week, pulling reports for each franchisee individually, is now done in just a few clicks with Square for Franchises, he says.



Being able to implement across-the-board changes quickly and easily also is an important time-saver.

“It’s giving me back probably 20 hours a week, just because I don’t have all the admin work that I had to do prior.”

Brandon Cornelius, Chief Operating Officer

Gratification in seeing others succeed

“Franchising is an industry like no other. And I think, as a franchise, our gratification comes from the success of the franchisee,” Brandon says.

And Square helps each one of them keep their businesses running smoothly.

“As a franchise, we’re always looking to have that innovation in tech to make things easier for franchisees. Square has been able to give us that,” he says.

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

[Let's talk ↗](#)

