

Buffalo Wild Wings Saves Thousands of Dollars with LicenseHQ

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Kayla Brown, Licensing Coordinator at Buffalo Wild Wings

About Buffalo Wild Wings

Headquartered in Minneapolis, MN, Buffalo Wild Wings operates approximately 250 company-owned restaurants throughout the United States and Canada. The eateries specialize in serving chicken wings complemented by more than a dozen dipping sauces, as well as other items such as chicken tenders, burgers, tacos, salads, and assorted appetizers and desserts. Patrons also enjoy beer, wine, and other beverages from Buffalo Wild Wings' bar.

Business Issues

In 2009, Buffalo Wild Wings used another third-party license tracking software in conjunction with a myriad of Microsoft Excel[®] spreadsheets to process and maintain roughly 1,300 licenses within their Legal Department. Plagued by poor communication with their operating locations, Buffalo Wild Wings home office staff struggled to maintain an accurate accounting of their licenses and compliance data. Their licensing staff often found it unclear what license and site records had been updated in their previous software system, and the home office staff never really knew if their operating locations had provided them with all of the information required to successfully file for renewals. Consequently, they missed some renewal dates, resulting in thousands of dollars of lost revenue.

"Prior to implementing LicenseHQ, I was neither confident in the quality of our data nor in our ability to meet license renewal deadlines," said Kayla Brown, Licensing Coordinator at Buffalo Wild Wings. "We relied heavily on outside legal counsel to assist with completing and obtaining licensing forms, as well as for providing reminders of upcoming renewals. It was clear our method of tracking licenses was ineffective, inefficient, and prevented us from supporting our locations to the best of our ability."

Enter LicenseHQ

In November, 2009, Buffalo Wild Wings implemented LicenseHQ. "TCI was fabulous from day one of my implementation" said Brown. "First, we started by auditing all licensing files to ensure all of our restaurants had the proper licenses issued and posted." Once the clean-up tasks were finished, Buffalo Wild Wings was ready for the 2010 compliance season and took full advantage of the data centralization, standardized workflow, and compliance research tools offered by LicenseHQ. "I can honestly say that working with LicenseHQ has probably been one of the best experiences I've had. We've eliminated thousands of dollars in attorney and consultant fees relating to obtaining and preparing forms, and we have not missed one filing or renewal deadline."

Taking advantage of LicenseHQ's flexible report writer with automatic email delivery also saved overhead costs and sanity according to Kayla, "The ability to design my own reports and have them delivered directly to me and others via email has been huge—it's been a life saver."

"TCI really wants their customers to be happy", said Brown. "TCI works with us regularly to ensure that our specific needs are met."

Headquarters

Minneapolis, MN

Locations

250

Licenses

1,300

License & Permit Types

**Business, Food, Health,
Liquor, Manager/Officer
Alarm**

Customer Since

2009