CASE STUDY

Two 7-Eleven® franchise stores. Six months on DohOps.

How AI-graded job assignments and point-based bonuses pushed sales up double digits in a down market — while late arrivals and payable hours fell. Austin, Texas · March–August 2026 · Founder-operated stores[1]

+13% sales at La Frontera & 45 while the surrounding market trended down[2]	**+10%** sales at Lamar & Runberg — even after gas was removed from the store[2]	**13.7% → 3.1%** late clock-ins, April to August — a 77% drop[3]	**$1,758** total bonuses earned by 8 employees over the whole period[3]

The challenge

Convenience retail runs on hourly teams, thin margins, and constant turnover. The owner of these two Austin 7-Eleven franchise stores faced the problem every operator knows: employees do their best work when they're trained, know exactly what's expected, and get feedback and recognition — but no manager can watch every task on every shift and still run the business. Training faded, standards drifted, and supervision didn't scale.

The solution: work that grades itself

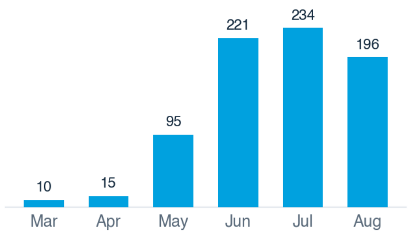
Both stores went live on DohOps job assignments and the bonus methodology in March 2026. Every shift now runs a closed loop:

- **Assign** — every shift carries clear job assignments: checklists, cleaning, stocking, upsell goals — with instructions in each employee's language.
- **Verify** — work is proven with photo evidence, GPS-verified punches, and timestamps.
- **Grade** — the DohOps Assistant, AI trained on convenience-store standards, scores quality and productivity on every submission.
- **Coach** — after each shift, employees see what they did right, what they missed, and how to improve — automatically.
- **Reward** — quality work earns points with real dollar value, paid out as bonuses. A human approves every payout.

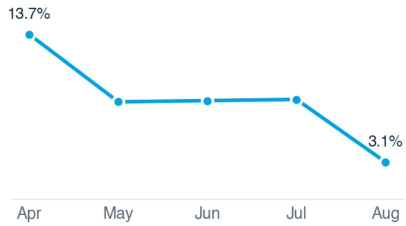
What happened

Adoption compounded on its own. Verified task submissions grew from 10 in March to a peak of 234 in July — 811 submissions in total, 89% of them approved after review[3]. Late arrivals fell from 13.7% of shifts in April to 3.1% in August[3]. From the May staffing peak to August, the stores ran on 41% fewer payable hours while staying fully operational[3] — the work was simply getting done right the first time, driven by bonuses and automated shift-by-shift feedback instead of supervision. Over the same months, sales at both stores moved double digits against a declining local market[2].

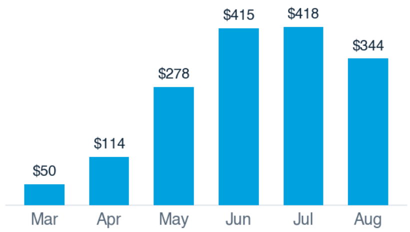
Verified task submissions per month



Late clock-ins (% of shifts)



Employee bonuses earned per month ($)



Source: DohOps production database, both stores combined, queried September 7, 2026. September excluded (partial month).

What it cost

At full ramp, the bonus program cost roughly **$350–$420 per month across both stores combined** — about **38 cents per labor hour**[3]. For that, the owner got verified, graded, coached work on every shift, double-digit sales growth against the market, and stores that need less day-to-day management. If a dollar an hour in earned bonuses buys consistently higher-quality work, this ran at less than half that.

> *“Everything is driven through employee bonuses and automated feedback on every shift and every task — what they did right, what they did wrong, and how to do better. It works like a charm. Less manager time, fewer payable hours, and the stores are outperforming a market that's trending down.”*
>
> **— Vikas Sharma, Founder of DohOps and operator of both stores**

Metric	Before / start	After / peak	Change
Sales vs. prior year — La Frontera & 45[2]	Market trending down	Up more than 13%	**+13%**
Sales vs. prior year — Lamar & Runberg[2]	Down market; gas removed from store	Up more than 10%	**+10%**
Late clock-ins (% of shifts)[3]	13.7% (April)	3.1% (August)	**–77%**
Payable hours per month[3]	1,121 (May peak)	665 (August)	**–41%**
Verified task submissions per month[3]	10 (March)	234 (July peak)	**23×**
Bonuses earned by employees[3]	—	$1,758 total · 8 employees	**$0.38/hr**

[1] Disclosure: both stores are operated by the founder of DohOps. DohOps was built and battle-tested in these stores before being offered to other operators. Individual results vary.

[2] Sales figures are from the stores' own sales reporting versus the surrounding-market trend for comparable stores, provided by the owner; they are not produced by the DohOps platform.

[3] Operational metrics (task submissions, approval rate, late clock-ins, payable hours, bonus amounts) are aggregates queried directly from the DohOps production database for both stores, March 9 – September 7, 2026. September 2026 is excluded from monthly charts as a partial month. The decline in payable hours reflects the owner's ability to run the same operation on fewer scheduled hours; staffing decisions remain the operator's.