

How do franchisees co-create innovation at Żabka?

As Żabka franchisees, we have an influence on the development of innovative solutions in our stores. Thanks to initiatives such as the Innovation Station, we co-create modern tools and processes that meet our real needs. The Żabka Assistant, Razem Online and Cyberstore are solutions we would not have today without the involvement of franchisees in the Innovation Station programme. Every franchisee can join the programme.

Together, we create a community focused on innovation, we complete surveys and take part in workshops, consult ideas, test new solutions and discuss within the franchisee community from all over Poland. This initiative, along with the activities of other groups such as the Franchisee Council and the Guardians of Franchise-centricity, gives us a genuine opportunity to improve work in the store – after all, who knows better what we need than we do ourselves?