

INDUSTRY: Restaurant



OBJECTIVE

- For POS Partners to help Chuck's BBQ, a full-service restaurant, grow its sales and reduce labor cost.

INSTALLATION

- Future Fusion POS software
- Windstar Inventory software
- WF43 handhelds
- Breeze All-In-One

RESULTS

- Reduced wait staff errors when placing orders
- Reduced double entry, prep time, and the overall time staff spent serving
- Decreased labor costs and increased food and beverage sales per ticket

The Challenge: POS System Install

POS Partners (www.we-are-pos.com) is a South Elgin, IL-based VAR that understands the role IT plays in creating a positive customer experience. The reseller, which serves the Illinois and Wisconsin areas, specializes in POS, security, and payment solutions.

One example that illustrates POS Partners' expertise is a recent implementation they did with Chuck's BBQ. Chuck's is a full-service restaurant located in Burbank, IL. The restaurant serves breakfast, lunch, and dinner and is owned and operated by professional chef Chuck Pine, who was born and raised in Burbank and takes a lot of pride in his super slow smoking cooking style.

Like any good restaurant can attest, Chuck's has periods where its wait staff is slammed with customers. The restaurant's challenge, however, was that as customer traffic spiked, so did the number of mixed up orders, incomplete orders, and other wait staff errors. Not only did this problem dampen the customer experience, it also increased the restaurant's food waste expenses.

Creating an End-To-End Hospitality POS Solution

Shortly after Chuck's BBQ started looking for ways to improve its situation; it was referred to POS Partners. POS Partners sat down with the restaurant owner, gained a full understanding of his business challenges, and developed a proposal to address their business issues. When the two parties met again, POS Partners recommended the following solution:

- 1. Future Fusion POS software** – This is a complete and customizable POS business suite, which is built on a Microsoft SQL database, and designed specifically for the hospitality and retail industries. Some of the software features include the ability to easily split checks and multi-column modifiers, which make it easier for wait staff to modify an entrée or other item. The restaurant needed 20 software licenses (14 for its handhelds and 6 for its terminals).

“By using the Touch Dynamic WF43 Mobile handhelds, Chuck's BBQ was able to reduce wait staff errors when placing orders...”



“Within the first year of using the POS and payment solution, Chuck’s reported a \$40,000 payroll and benefits saving from being able to reduce its wait staff roster by two full-time employees.”

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The Solution: POS Partners turned to Touch Dynamic for Mobile and AIO Solutions...

2. Windstar Inventory software – This application ties directly into the POS to collect data on the menu items sold and their associated food costs. This software also integrates with Chuck’s BBQ’s food distributors, which enables the restaurant to download food prices directly from its major vendors.

3. Touch Dynamic WF43 handhelds – These 14 Wi-Fi devices are designed for demanding POS applications and can withstand a 1.5 meter drop to concrete. Internally, the devices run on a Windows Mobile OS, which enables them to run the Future Fusion POS software.

4. Touch Dynamic Breeze AIO systems and other POS peripherals – Complementing the handhelds, POS, and inventory management software are Touch Dynamic Breeze All-In-Ones, Touch Dynamic cash drawers, a Voyager handheld bar code scanner, an Intel i5 server and thermal receipt printers.

The overall solution, which took the VAR approximately 10 days to install, handles the restaurant’s front of house and back of house management including the ordering, order notification to the kitchen, and customer payment. The solution also manages the restaurant’s labor costs, customer loyalty, sales, and reporting needs.

By using the Touch Dynamic WF43 handhelds, Chuck’s was able to reduce wait staff errors when placing orders. Additionally, at the table ordering and payment reduced double entry, prep time, and the overall time staff spent serving, which decreased labor costs and increased food and beverage sales per ticket while at the same time improving table turns. And, with the Windstar integration, Chuck’s is able to manage purchasing and inventory, which led to decreased spoilage and lower food costs.

Within the first year of using the POS and payment solution, Chuck’s reported a \$40,000 payroll and benefits saving from being able to reduce its wait staff roster by two full-time employees. Also, table turns were reduced by an average of 5 minutes each, food waste was reduced by \$800 a month, and overall restaurant sales are up 15% over the previous year, most of which Chuck’s attributes to its new POS solution. Not only does Chuck’s have happier customers and a more profitable business, but POS Partners has a strong reference that’s helping this VAR win additional sales in the hospitality market.