

## Blues BBQ Cooks Up Success With Touch Dynamic POS Solution

In 2004, brothers Chris and Patrick Maggi started Blues BBQ Co. with \$20,000 and the dream of serving what they considered “real” BBQ—meat smoked over a wood blend for the perfect amount of time and at the perfect temperature—rather than the dry, unappetizing barbecue fare available in local restaurants. Their vision has been more than realized, as the business has expanded from a food truck that operated in Frederick, Maryland to a chain of four Blues BBQ & Grill restaurants owned and operated by Patrick Maggi along with partners Robert “Buzz” Doyle and Kelli Keyzers. All four units offer a full menu of barbecue specialties, including Memphis-style ribs, pulled pork and chicken, and meats prepared “naked style,” without barbecue sauce. Other offerings encompass some 100 to 120 different bourbons, 25 to 30 different bottled beers, and 11 beers on tap.

### The Solution: A wireless point of sale system that includes all-in-one and mobile terminals

Although the solution has only been in place for a few months, it is already yielding big benefits. For example, servers use the tablets to take orders and transmit them directly to the kitchen, eliminating delays between the moment they are placed and the time they reach food preparation staff, as well as the need for kitchen workers to decipher written orders. Diners receive fresh food and beverages that have been prepared as requested, increasing customer satisfaction while decreasing the frequency with which items must be discarded because of preparation errors or slow delivery to customers’ tables. Faster order receipt and turnaround times boost table turns and opens doors for greater profitability.

Additionally, the tableside payment enabled by the tablets, coupled with the P2PE capability of the payment processing software, enhances the security of credit card transactions. Diners feel more comfortable paying for their meals via credit card

because the card never leaves their sight. Diners also leave with a better perception of the caliber of customer service to be enjoyed at the restaurant. Tableside payment processing also prevents credit card skimming by wait staff and, through P2PE, lowers the potential for account compromise.

Ease of implementation has been effortless for the operator as was the deployment and training process, which took just five days. A member of the POS Partner team handled menu and database programming in about eight hours. Managers and servers received one full day of on-site training and the VAR provided two days of live coverage immediately following the installation.



### Customer

Blues BBQ  
Location: Dundee, Illinois

### Objectives

- To implement a top-notch POS solution to accommodate diners and to properly run and control the business.

### Installation

- 1 Orion Performance back-office POS PC
- 5 Touch Dynamic Breeze All-in-One POS terminals
- 4 Touch Dynamic DT-07 rugged tablet devices
- 4 cash drawers
- 7 thermal printers
- Mercury- P2PE processing

### Results

- Ease of implementation for front of house and back of house
- Increased diner satisfaction
- Efficient business analysis and controls
- Reduced waste
- Reduced table turn times

Not surprisingly, the partners anticipate significant return on investment (ROI) from the implementation. In line with their own projections, they expect to save \$6,000 per month on the sale of \$90,000 worth of alcohol taxed at 8.4 percent. Increased credit card security—and, consequently, a higher perception of customer service—should bolster monthly credit card sales by \$1,400 once the cost of goods (COG) has been deducted from the total, the partners believe.

Meanwhile, anticipated tip commission savings stand at \$400 per month, based on \$112,000 in monthly credit card transactions, an average tip of 20 percent, and a credit card effective rate of 1.8 percent.

The partners also predict that “beverage trapping” rendered possible by the POS solution will, in line with an industry average of 10 missed drink orders daily and an average drink price of \$2.25, boost revenues by another \$650 per month. Finally, a 3 percent increase in sales from the up selling of food and beverage by tablet-wielding wait staff is expected; this should total \$4,200 after COG deduction.

*“In the future, potential ROI should be even better,” said Patrick Maggi. “The rewards of this system are really infinite.”*



## About Touch Dynamic

Founded in August of 2001, Touch Dynamic is an ISO 9001:2008 certified, RSPA award-winning manufacturer of all-in-one touch terminals, small form factor PCs, touch screen monitors and mobile POS devices for a variety of industries. Touch Dynamic has leveraged its employee's extensive experience in these markets to develop a focused product line of unmatched quality and features. For more information, please visit [www.touchdynamic.com](http://www.touchdynamic.com).

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