

INDUSTRY: Bar & Grill



OBJECTIVE

- To implement an enterprise wide point of sale solution and reduce pain points.

INSTALLATION

- Back office Intel i5 server
- Breeze All-In-Ones
- WF43 handhelds
- Future POS software licenses

RESULTS

- Lower costs for food and labor
- Higher customer satisfaction and retention rates
- Increased profitability and staff satisfaction

The Challenge: POS System Install

People working in the food service industry understand the challenges that come with the job. Is our wait staff making the least amount of errors as possible? Are we offering great customer service? What are our labor costs like? Alley 64 Bar and Grill discovered that they didn't like the answers to some of those questions and knew they needed to make a change.

With two successful locations and another one planned for later this year, Alley 64 asked POS Partners, Inc. to install a solution that would help solve the issues they were having. POS Partners implemented an enterprise wide point of sale solution that included a back office Intel i5 server, two Touch Dynamic Breeze All-In-One touch systems and four Touch Dynamic WF43 Handheld POS units, which required six Future POS software licenses.

Touch Dynamic WF43 mobile handhelds that are designed to withstand harsh hospitality environments, are ideal for tableside ordering applications and are available with add-on options including an integrated magnetic stripe reader and laser barcode scanner.

Alley 64 noticed that they were experiencing several pain points before the installation including high labor costs, increased concern about credit card compliance and security, and wait staff ordering mistakes. They also had a strong desire to increase guest service and sales. Specifically by employing the WF43 handhelds, Alley 64 was able to reduce staff errors when placing an order which has reduced food waste and lowered cost. Additionally, tableside ordering and payment has reduced double entry, serving time and overall time the staff spent serving; therefore, it has decreased labor costs and increased food and beverage sales both per ticket and number of table turns.

The new system installed at Alley 64 handles all front of house and back of house management including order entering, order notification to the kitchen and customer payment. It also manages the restaurant's labor, inventory and daily, weekly, and long term reporting needs.

“Alley 64 was able to reduce costs by shrinking their staff roster by 1 fulltime person, saving them \$20,000 in payroll and benefits.”



The Solution: *Implement an Enterprise Wide Point of Sale Solution*

The installation and training to use the new system took only 5 days, allowing Alley 64 to be live by the end of it. Besides the quick set-up and ease of use, Alley 64 has also realized other benefits including lower costs for food and labor, higher customer satisfaction which then led to higher retention rates. All of these benefits have increased profitability and staff satisfaction.

Alley 64 was also able to reduce costs by shrinking their wait staff roster by 1 fulltime person, saving them \$20,000 in payroll and benefits. Their average table sales increased 17% with wait staff tips increasing by 24%. The table turns at Alley 64 are now 6 minutes faster and food cost has dropped 1.5% with the reduction of order errors.

With the new solution from Touch Dynamic, Alley 64 has seen improvements in all the areas they struggled with before. They have decreased their high labor costs, secured their customers' payments, reduced wait staff ordering and most importantly, increased the service they give their customers. Now, when they ask themselves those questions, "what are our labor costs like?" "Does our wait staff make a significant amount of errors?" "Do we offer great customer service?" Alley 64 will like their answers.



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