

INDUSTRY: Ice Cream Parlors



The Challenge: *Move the Line Faster Without Sacrificing Quality*

Marble Slab Creamery is a popular chain of franchise ice cream parlors serving super premium hand-mixed ice cream. Founded in 1983 by a pair of chefs, the ice cream purveyor was the first to use a frozen granite slab to create one-of-a-kind desserts. Employees blend ice cream, made fresh daily in-store with locally sourced dairy with “mix-ins” such as fruits, nuts and candy, to custom-make each dessert. Marble Slab Creamery also makes most of its products from scratch, including ice cream cakes and pies, frozen yogurts, smoothies, waffle cones and brownies.

Marble Slab Creamery has 86 locations in Canada that had outdated point of sale systems. Slow transaction times and errors meant long lines and an inefficient check out for their customers, with credit cards being processed through an external credit card terminal. A lack of accountability in the system and poor reporting functionalities also frustrated franchisees.

“Our point of sale system was outdated and slow, and we needed to move the line faster without sacrificing the quality our customers expect,” said Paul Hopfner, Marble Slab Creamery. “We spend a little extra time serving each person because we custom-make the desserts, so every second counts. By updating our technology we could process transactions quicker, which would help reduce wait times.”

Although a faster, more accurate check out was the top priority, it was also critical to find a system with better reporting capabilities and a more secure employee clock in and out system that would eliminate buddy punching.

OBJECTIVE

- To update technology and be able to process transactions more quickly

INSTALLATION

- Breeze Performance All-In-One touch terminals

RESULTS

- Seamless transition to the new hardware
- Noticeably shorter lines of customers
- Transactions being processed quickly and accurately
- Faster credit card transactions, eliminated mistakes

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The Solution: *Touch Dynamic Breeze Performance Terminals*

After reviewing many products, Marble Slab Creamery selected Touch Dynamic, a leading US-based manufacturer of all-in-one touch computers, touch screen monitors, mobile POS and receipt printers. Marble Slab Creamery recognized that Touch Dynamic's Breeze Performance All-In-One point of sale system, which runs on the Windows 7 platform, would be the solution they needed to solve their problems. The new solution includes a 15 inch Projected Capacitive (all glass) touch screen, a second 8 inch rear customer display, integrated credit card reader and biometric fingerprint reader for clocking in and out and a cash drawer designed for Canadian currency.

Marble Slab Creamery made an initial investment in 25 terminals to replace the outdated systems. As the old terminals reach the end of their useful life, they will be replaced with the new Touch Dynamic All-In-One bundle.

Marble Slab Creamery also began using Talex Software point of sale system. The Talex system runs on any Windows platform and integrates with a bank terminal for credit and debit card payments. Sales, inventory and labor totals are sent hourly to a central location for timely and effective reporting.

“Once all of the hardware was delivered, the installation was quick—it only took an hour and the training was done remotely,” said Hopfner. “We were able to start using it the same day, and it was a seamless transition that didn't disrupt our normal business hours.”

Lines of customers looking for an ice cream fix are now noticeably shorter at the locations already using the new Touch Dynamic Breeze Performance. New, upgraded technology means transactions are processed quickly and accurately. Sales figures are reported throughout the day, with polling every hour to the back office server. The integrated credit card readers speed up credit card payments and eliminate the possibility for mistakes from manually entering transaction information into the external credit card terminal. More in-depth reporting capabilities allow owners and managers to easily compile data and generate a variety of reports and other information.

Along with speedier service, the Touch Dynamic POS bundle has introduced a new level of security and employee accountability to the chain. A biometric time clock requires a fingerprint to clock in and out, eliminating the ability for employees to cover for each other in the event of lateness or absence. Owners and managers are also able to track and trace all key stroke entries into the system, giving them the ability to review employee activity and pinpoint questionable transactions, invoices or entries if needed. This has nearly eliminated cash shortages, as managers are now able to identify discrepancies down to the cashier level.

Many of the 86 Marble Slab Creamery locations are using the Touch Dynamic Breeze Performance system. This successful installation is ongoing.