K&W Cafeteria Serves up Efficient, Friendly Service

INDUSTRY: Cafeteria & Restaurant

OBJECTIVE

- Increased functionality to manage crowds efficiently, move the lines faster and streamline internal processes

INSTALLATION

- 15" Breeze AIO with rear display

- Customized Future POS Software

RESULTS

- All the moving parts that comprise a business day streamlined into one system

- Increased speed & efficiency to process, report, and track important data

- Lines move quickly & customer wait times have been reduced

"We were able to work with K&W management to streamline all of the moving parts that comprise a business day..."

The Challenge: POS System Upgrade

Since 1937, K&W Cafeteria has been serving up various southern comfort foods and favorites including fried chicken, macaroni and cheese, fried okra, homemade biscuits, corn bread and desserts. The cafeteria-style restaurant chain currently has 32 locations throughout North Carolina, South Carolina, West Virginia and Virginia; and is also exploring opportunities to expand.

Southern Coastal Solutions

The menu at K&W has something for everyone—the restaurant offers more than 100 different made-from-scratch foods. A children's menu and take-out options are also available. The restaurants draw hungry crowds to its lunch and dinner settings, so moving patrons through efficiently while workers dished out their choices was a top concern.

With a steady stream of diners and a menu that changes daily, it was clear that the restaurant's point of sale solution was falling short. Front-end operations were lagging, as line checkers had to flip through multiple menus to generate tallies, forcing customers to wait in line longer than expected, especially during busy times.

End of day procedures were taking too long, frustrating restaurant personnel. Managers in the chain's 32 locations were struggling with several pieces of middleware needed to compile and send reports to the restaurant chain's headquarters in Winston-Salem, North Carolina—a problem that would continue—and get worse—as K&W expanded. Backup servers were also on the short list of items needed in each location to help reduce downtime in case of technology-related issues before loss of the server would cause the entire system to go down.

The Solution: *K&W turned to Southern Coastal Solutions...*

K&W turned to Southern Coastal Solutions, a leading value-added reseller and systems integrator of point of sale solutions that serves North and South Carolina, Virginia and Georgia. Working with K&W Management, Southern Coastal designed a new POS solution for the restaurant's 32 locations that would give them increased functionality to manage crowds efficiently, move the lines faster and streamline internal processes. The new POS bundle includes Touch Dynamic hardware and Future POS software from Cutting Edge Solutions.

K&W's new solution utilizes the 15" Touch Dynamic Breeze with an 8" rear display running Future POS digital signage and fingerprint identity technology for time keeping functions. Also, they deployed the Touch Dynamic TP3000 Thermal Receipt Printer with jam-free, auto cutting technology.

Future POS created a customized function per K&W request called "Today's Menu" inside of the Future POS software the restaurants would be using. The new function allows line checkers to change items on the fly without having to fumble with multiple menus on different screens, making moving the line more efficient with quickly generated and accurately tallied tickets without moving through multiple screens to find items.

In addition to its front-end functionality, Future POS integrates several "back of the house" features including inventory tracking, customer counts, time keeping; cash control functions and a customized digital signage module. The software's Enterprise function allows employees at K&W's headquarters to make modifications to the menu such as adding or deleting items and then releasing the changes to the entire chain at the same time, eliminating the need to update stores individually. Reports and information are generated in real time through SQL database, such as sales figures, customer counts and best selling items, etc., and then transmitted to the corporate office straight into the AS400 accounting system.

The K&W installation is ongoing, but for restaurant locations already using the new solution, the differences are tangible. Detailed reports on employee activity, sales, inventory, customer information and more are quickly compiled with no middleware required.

"We were able to work with K&W management to streamline all of the moving parts that comprise a business day at their restaurants into one system that would increase speed and efficiency to process, report, and track important data," said Jason Cummins, Marketing Manager of Southern Coastal Solutions. "As a result, lines move quickly, wait times have been reduced for customers and corporate office duties have been streamlined. We have also gotten positive reviews about the new end-of-day procedures being easier and more efficient for restaurant personnel." It typically takes representatives from Southern Coastal about 1 day to install the new POS solution at each K&W location, and employees are trained the same day.

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