

Annie's Cafe

Annie's Cafe Serves Up Success with Mobile POS

Problem

When Annie's Cafe was looking to update their POS and order taking system, they needed a solution that could handle the restaurant's high table turnover rates and long distance from table to kitchen. Technologically, Annie's Cafe was "old school" by many standards. A waitress would write down an order and walk it over to a cook. Servers also would manually calculate substitution price differences and check totals at the end of each meal.

Annie's Cafe prides itself on being a fast, friendly restaurant with heart. Servers spontaneously break out in song and the owners have done a great job to infuse their British heritage into both the restaurant's design and menu items. Having taken over Annie's Cafe in 2000, owners Jan and Kevin Vyse have worked hard to build Annie's Cafe into a brand ready for growth. With two locations open and a third on the way, they also needed a modern digital point-of-sale (POS) system in order to scale and manage multiple locations.



Solution

To better prepare the brand for future growth, Annie's Cafe owners turned to West Coast Business Equipment to deliver a seamless customer experience in which orders could be taken at the table through Posiflex MT4008 tablets and automatically delivered to the kitchen.

Moving toward Future POS took careful planning and execution as the software had to weave in multiple Annie's Cafe locations into an integrated POS management system that included wireless, kitchen display, tablets, terminals and customized menu layouts.

Each server now carries a tablet in their apron. Orders are taken at the table and immediately transmitted to the kitchen, eliminating the long and time consuming walk back and forth to the kitchen.



Results

Since the new POS and Posiflex tablet implementation, Annie's Cafe, overall sales have increased as a result. Immediate productivity gains were realized because wait staff now have more customer face time and faster table turns.

Additionally, servers no longer get bogged down trying to manually calculate price differences based on menu substitutions. Food orders are now captured quickly and accurately, which has minimized kitchen



Photos courtesy of Green Butterfly Photography

returns and increased billing accuracy. The Future POS software has further enabled Annie's Cafe management to analyze labor costs per hour, and optimize scheduling to ensure the right number of support staff, at the right time.

"Our mobile units have allowed our servers to not only take orders, but to stop for a few minutes to ask after their wellbeing," Jan Vyse said. "From a management point of view, we have found that less mistakes are being made and as a result the average spend per person has increased. Those little extras that were previously requested by the customer via word of mouth are now being sent through the mobile units, and the charge cannot be forgotten by a busy server. Payments can be processed at the table, making our customer visits to our cafes a more personal and pleasant experience." Vyse continues, "This allows Annie's Cafe to focus on building our business with good food and great service." ■



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