

TABLETS ARE CRITICAL POINT OF SERVICE DEVICES IN HOSPITALITY



Retailers increasing store IT spending on tablets

Source: RIS/IHL Group, "12th Annual Store System Study 2015: Making Stores Matter"



In the restaurant environment, **tablets** have a dual-mode capability that is ideal for performing critical elements of service that improve server productivity and customer satisfaction.

"For example, in the customer-facing mode, customers can order the first round of drinks and appetizers as soon as they are seated, even if they are not ready to place the full order," says Wes Marco, Director of IT for Hooters America. "Tablets also enable customers to easily order refills of drinks and offer games that children can play. When the entrees are nearly done, the tablet can begin displaying desserts. And, finally, tablets quicken the checkout process at the end of the meal, which is a time when guests want a quick exit."

Tablets also become highly productive server-facing tools during the lunch rush when servers are double set or triple set and speed and accuracy are required. "One server with a tablet can go from table to table and fire those orders right into the kitchen without leaving the floor," adds Marco. "In addition, the tablets can prompt servers to take add-on orders, such as adding fries to a hamburger order. And, finally, tablets are very useful to managers as a way to help streamline training and on-boarding new servers."



MT4008

An 8" tablet that can transform into a compact all-in-one POS terminal

One of the major benefits of the **Posiflex** MT4008 mobile device is that it features a patented hybrid design that solves the problem of "where do I set the tablet down when I get food or drinks?" In most restaurants, there is no place to do this. However, with a hybrid tablet that features a docking station, servers have a place to put the device, get the food or drinks, and pick it up later.

Perhaps the most interesting benefit will arrive with the roll out of EMV payment, which is scheduled for October 1, 2015. At this time, chip-embedded credit cards will be used that require customers to enter a PIN or signature at the POS. This will be a challenge in restaurants because servers will not want to walk customers to a register to pay. Tablets may be the best way to meet this challenge in a customer-friendly way.

ABOUT POSIFLEX

Since 1984 Posiflex has designed and manufactured POS terminal and peripheral devices. Over 30 patents and numerous awards have been won for product innovation, design and reliability in the hospitality and retail industry. Both tablets and touch screen terminals are produced in two ISO certified facilities, and undergo rigorous third party testing to assure maximum uptime.