

The Salty Tale of Tacky Jacks



OVERVIEW

Customer Profile

Four casual dining locations on the Gulf Coast of Alabama with spectacular waterfront views, serving breakfast, lunch, dinner, beer, bands and bingo since 1979.



Business Situation

The restaurant design is open and airy, maximizing views and access to the salt water bay for boats to dock and enter Tacky Jacks from land and by sea. Previously, Dell POS terminals were positioned on the deck for easy server access. However, the punishing salt air was corroding the Dell motherboards, causing continual failures — disrupting operations and eroding customer satisfaction.

Solution

Tacky Jacks — in all its locations — installed Posiflex environmentally-hardened terminals; some have been outdoors with minimal protection since 2006 with no issues.

Benefits

- Reduced downtime
- Dependable POS
- So reliable there is virtually no maintenance cost
- Customer satisfaction

The Tacky Jacks franchise, established in 1979, is a casual seafood dining experience, serving three shifts a day, accompanied by breathtaking views of the Alabama Gulf Coast with customer access from land and by sea. Live music and bingo provide the fun atmosphere, and their famous shrimp and grits are not to be missed.

POS terminals were located inside, but since the concept is open and airy, the outdoor decks are prime location for sunsets and dining, and Dell Optiplex point of sale terminals. The outdoor patio is not covered, or enclosed. The challenge in running a nautical theme is salt air and spray were corroding the Dell POS motherboards, causing them to fail every month. After the third successive motherboard replacements, days of downtime, and frustrated wait staff and customers, the busy restaurant had to find a more reliable option in 2008.

“We’ve been using Posiflex touch screen terminals since 2006 in all our franchises because we don’t have to think about the POS, it just works. This allows me to focus on our customers and franchise operations”.

— Ken Kichler
CFO Tacky Jack Restaurants

In the four Tacky Jacks franchises, there are 43 terminals running — over half of them are installed outdoors in the patio. This includes a 12-year old Posiflex Jiva terminal which is still in full operation.

Installed recently was Posiflex’s entry-level touch screen terminal. Even though a value-priced terminal, it is not short on power, running as a server for 14 POS table service workstations.

The Posiflex touch screen terminals operating outdoors have been running

for over five years, trouble-free. Not only has the terminals survived five years of a punishing, corrosive salt-water environment, but virtually every morning, the terminals started up flawlessly — even when covered in dew. The Dell units often would literally go up in smoke after exposed to moisture. The Posiflex screens are a little cloudy, and there is a little bit of rust starting to set, but the terminals are still fully functional. Shane Jones, Owner, Bay Area Point of Sale, cheerfully notes that, “Posiflex is the laziest way to stay in business. Posiflex is so reliable, it rarely needs support — and when it does, everything is so easy to access, we just step the customer through to replace any parts, so they support themselves. It saves the customers’ money, and it saves us the need to do a service call. This translates to working smarter, and Posiflex makes that really easy.”



Bay Area POS has installed over 600 Posiflex terminals over the years, and sent back only ten for repair. Shane Jones explains, “Because we are in the lightning-prone Gulf Coast, we have had lightning strikes kill the kitchen equipment, catching it on fire; but typically, the Posiflex terminals just keep on going strong. Of the ten that did go down, the lightening strike was so intense, it melted the power cables and caused them to go up in smoke. We shipped the terminals to the Posiflex Service Depot and, within a week, the terminals were repaired and back in operation.” ■



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