



A POS System turns a positive ROI

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In this Fast Casual white paper, sponsored by Revention POS, we will look at how operators can use a POS to:

1. Decrease labor
2. Take orders quicker
3. Eliminate order errors
4. Nip employee theft
5. Improve customer satisfaction and revenue

DECREASE LABOR: A POS SAVES \$12 A DAY IN LABOR

The average American knows his way around a computer better than underneath a car hood. In fact, today's population is so technologically advanced, chances are entry-level employees find a POS touchscreen more approachable than a simple cash register.

With a POS, operators can reduce labor costs by simplifying cashier training. Most systems come with built-in help wizards and an intuitive user interface that makes learning easy. With a touchscreen interface and graphical order confirmation display, a POS terminal gives cashiers all the tools they need to place an order.

In addition, a POS can reduce labor costs with inventory control and purchasing processes. This technology gives operators the ability to maintain inventory control and reduces the need to re-enter information.

Perhaps most importantly, though, a terminal allows managers to track who's working when and they can pull up their labor in real time from any computer with an Internet connection. According to Revention, these improvements in labor management equal a daily savings of two labor hours or \$12.

TAKE ORDERS QUICKER: SAVE \$30 A DAY

In the past, a person operating a standard cash register punched several buttons before hitting the total and then wrote the order on a pad and gave it to the cook. Meanwhile, customers stand in the never-ending line.

With a POS, the line flows smoothly and quickly. A POS order ticket is unquestionably legible and the cook doesn't waste precious seconds deciphering the cashier's shorthand. In fact, most POS terminals send order information directly to a kitchen display system.

In addition, this state-of-the-art technology only requires the push of a touchscreen button and the total is flashing immediately before the customer. These seconds shaved off the order-taking process equals two orders a day or \$30 extra in the cash drawer.

ELIMINATE ERRORS: DEDUCT \$10 IN FOOD COSTS A DAY

Eliminating miscalculations and handwriting errors can save an average of \$10 in food costs a day from preparation mistakes. With order confirmation and the elimination of handwritten tickets, POS terminals can ensure employees don't accidentally give the customer a tuna sandwich when they wanted a hot ham and cheese. A POS helps ensure food items don't leave the kitchen unless they are first entered in the system. The elimination of freebies can save an average of \$6 per order.

NO MORE THEFT OR FRAUD: SAVE \$450 A WEEK

A POS provides real-time cash drawer totals and allows an operator to perform quick audits and increase cashier accountability.

And with a POS, you can research transactions using a number of criteria including employee, date/time and transaction type. If an operator delivers food, the POS can serve a vital role of reducing prank orders or false delivery addresses by using caller I.D. to cross-reference the address phone numbers and addresses in the database.

It's hard to pinpoint how much an operator can truly save with a POS in the theft department. But Revention estimates that a POS can eliminate \$450 a week in employee theft.

CUSTOMER SATISFACTION EQUALS REVENUE

Customer satisfaction and revenue are buzzwords in any business. Consumers demand to be treated with courtesy and expect a high level of service. A POS can be a tool that takes a restaurant to the next level, to make it profitable instead of inefficient and improve a store's customer satisfaction.

With a POS, operators can implement instant promotions, specials and customer programs across all states or stores in a matter of minutes. They can view every store's sales and determine why Store B sells more coffee than Store A, and restaurateurs can analyze which cashiers do the best job upselling. Operators also can implement stored-value cards or loyalty programs in their POS to drive repeat business.

They can also store personal customer information like e-mail addresses, a favorite drink, a birthday, even the meal they enjoyed previously. Being able to greet a customer saying, "Thank you for calling, Mr. Smith, would you like that sub sandwich again?" is a high mark of personalized service. And while Revention officials believe a POS chips in an extra \$1,625 of profit per year, there's no number that can accurately depict what a smooth eating experience means to a customer.