



Customer Profile

Le Café

Online Ordering Boosts Revenue for Le Café

Le Café restaurant has an enviable spot inside Hotel Delta Beauséjour, located in the center of downtown Moncton, New Brunswick. The 'grab and go' restaurant, which serves prepared food for breakfast, lunch and dinner during the weekdays, was undergoing a total retrofit when Steve Goostrey took over as General Manager of the Delta owned property in late 2007.

Once the renovation was complete, Le Café was the model of an environmental facility and Steve began to look for ways to increase revenue. "I was brought to Le Café because of my success in developing properties to maximize the return on investment for the owners," said Steve, "and it didn't take me long to realize we had to find a way to take full advantage of the 90 minute window for lunch during the week when Le Café is open. We had to find a way to sell more food without expanding our operations and costs." All that remained to complete Steve's vision was to find a robust POS solution that could keep up with the increased business.

Enter John Sawyer from Atlantic Hospitality & Technologies (www.iiipos.com) who met with Steve to explore the opportunity of using the Restaurant Manager POS solution with fully integrated Online Ordering. "I knew of Restaurant Manager from

previous positions, but what really impressed me with the local service and support that John offered," said Steve. "I was also very concerned about the security of my customers' credit card information and was pleased to learn that that Restaurant Manager's system is PCI compliant. I also like the fact that I can log in to the system from a remote location to view the order activity and make menu and pricing changes on the spot."

Developing the online ordering site was simple with Restaurant Manager's fully integrated Online Ordering module. Because there is no special software, Steve was able to quickly learn how to set up his menu and keep it current with specials, allowing customers to enter custom requests for how they want their food to be prepared. With the integrated system, menu management is accomplished from one place saving Steve both time and effort. One of Steve's biggest business challenges was to be as efficient as possible when processing the online orders. "We have a printer located right in the kitchen and our staff has become very adept at fulfilling the orders so they are ready within 30 minutes of the pick-up time. We now average around 25 online orders a day with close to 300 steady clients, representing about 8% of our total customer base. With the average check running around \$7.50 that translates to an average of \$900 per week in additional revenue."

Online ordering was an untapped marketing tool that no other restaurant was taking advantage of in Moncton and an opportunity for Le Café to differentiate itself. "The online ordering site is extremely reliable and our customers really appreciate the convenience of placing their meal orders in advance," said Steve. "Even though our competition is limited to a local Subway store and several sit-down restaurants, we work hard to keep our customers happy with an array of daily pasta specials and made-to-order salads."



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As part of Delta Hotels, Canada's largest national chain, Steve has aggressive business objectives that include increasing revenue this year by 30% with part of that growth coming from an boost in daily online orders from 25 to 100. How will Steve make that happen? He is already working on new menu ideas as well as a delivery service to adjacent office buildings that will get Le Café more exposure and, more importantly, more orders placed with Restaurant Manager's Online Ordering module.



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Le Café's Restaurant Manager Solution Snapshot

Business Needs and Challenges:

- Grow revenue without additional labor costs
- Better management of flow thru traffic at peak hours
- Cater to special requests without slowing food delivery
- Implement a POS that can grow with the restaurant

Solution:

- Implement Restaurant Manager with fully-integrated Online Ordering
- Provide ability to pre-pay for orders
- Allow customers to select pick-up time

Results since installing Restaurant Manager:

- Revenue increased by \$3,000 to \$4,000 per month
- Improvement customer loyalty
- Effectively reaching new customers
- Maximizing staff efficiency in time spent preparing advance orders

Sold and Installed by:

Atlantic Hospitality & Technologies



Ten Tips for Succeeding with Online Ordering

- Implement an automated call attendant that promotes ordering online
- Put your website address noting the availability of Online Ordering on everything
- Hand out flyers or door hangers in the neighborhood that promote Online Ordering
- Incent people to order online; offer 10% off online orders for example
- Train staff to let all customers know they can now order online
- Collect email addresses to stay in regular contact with customers while promoting Online Ordering
- Do a direct mail campaign that announces Online Ordering
- Use table tents in the restaurant that tell customers they can order online
- Promote Online Ordering with a special message on all printed sales receipts
- Change any existing advertising (print, radio, TV) to include an announcement about Online Ordering

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