

Maguire's Bar & Grill Lives Up to Its Irish Roots

True to its heritage, Maguire's Bar and Grill was named after an Irish pub in County Cork, Ireland by one of the restaurant's three partners who grew up on that enchanted isle. And if you ask partner Neil Levine whether it was the luck of the Irish or the hard work involved in being open seven days a week for 15 years that has helped Maguire's to become the oldest independently owned and continually operated restaurant and bar in Easton, Massachusetts, he'll tell you that it was the home cooked specials and friendly atmosphere that has made it a success.



- photo by Jerry Cibley

After many years of managing the business with spreadsheets and a standalone Samsung POS system, Neil knew that it was time for a drastic change. "We don't have a slow season, or even a slow night," commented Neil, "what we do have is a need to turn tables quickly so that we can optimize our revenue." With an average per person check running around \$16 and only 84 seats in the restaurant, Neil's challenge is a common problem faced by many restaurateurs. So he began looking for a turnkey POS system that could handle the seemingly endless special requests that came through to the kitchen, integrate with other third-party vendors and allow him to manage his business on a real time basis, whether he was onsite or at home with his family.

Jerry Cibley, President of Write Touch POS, Inc. is a local Restaurant Manager™ reseller and has been a steady customer of Maguire's for over ten years. He knew that he would have to prove to Neil that Restaurant Manager™ was the best POS system if he wanted to win the deal. His opportunity to showcase Restaurant Manager came to light when Neil presented Jerry with a unique challenge: Since Maguire's does not assign servers to a specific section but rather they do a round robin/next available assignment, Neil needed a way to reseat patrons before the tab was settled in the system. Eric Tancrede, VP of Write Touch POS, Inc., created a macro called 'Settle Later' that allowed any server to print the guest check and then transfer it to a tab with the table name on it, allowing the system to release the table for the next patron. Needless to say, Neil was very pleased to find a way to quickly seat his waiting customers without creating a manual workaround.

Once Jerry was able to show Neil and his partners how their \$20,000 investment could pay for itself in only six months, Neil had no hesitation in signing the order for four touch screen terminals. "When I looked at Micros and Aloha I was concerned that I would be too small to get their attention once the sale was made," said Neil, "I knew that having a local reseller like Jerry, who is a terrific salesman as well as a good customer, meant that my needs would always be addressed."

Jerry, who has a strong background in technology and is a POS veteran of over 20 years, enjoys working with clients who bring him unique challenges. Jerry said "the ability to customize Restaurant Manager's software to fulfill the unique needs of my clients is one of reasons I chose to work with ASI." Eric was also able to customize Restaurant Manager's software to accommodate the special



Neil Levine, Maguire's Bar and Grill
- photo by Jerry Cibley

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orders that servers deal with on a daily basis. According to Jerry, "On the first full day of operation after installing Restaurant Manager, the most challenging order was a large pizza, half cheese, half mushroom, extra sauce, with sauce to the edges and burnt edges and Restaurant Manager was able to process the order without a 'See Server' flag. We had eliminated the need for the staff to enter the kitchen until the food is ready, allowing them to spend more time taking care of their customers." Eric also created a 'Send and Stay' button to streamline the flow of courses. This process ensures that the main dish is never served until a set time has elapsed after the drinks and appetizers have

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been brought to the table. In addition, Restaurant Manager can easily integrate with third party software, giving restaurants like Maguire's the ability to sell and process gift cards (without transaction fees) that generate considerable revenue.

Since implementing Restaurant Manager earlier this year, Neil has seen tremendous improvements in his operations. And while it's too soon to quantify all the results, Neil is already seeing an increase of over 10% in table turns and a 15% plus reduction in the number of wrong orders sent to the kitchen. More pointedly Neil has seen an 18.5% increase in sales. "My staff is now spending more time with our customers, getting to know them by name, instead of running around fixing orders," says Neil. In addition, Neil has been able to spend more time using the data from the back office reports to evaluate his menu selections. "It all starts with the numbers," say Neil, "and I've done some menu engineering to adjust our prices and positioning based on the data from our reports. Specifically we used the reporting capabilities to change the prep specs on a salad which has saved us over \$6000. I also really like the option to see the data remotely, right down to how much each server is selling per hour."

Neil's next project will be to investigate how to increase his carry out business, which now accounts for 10% to 12% of his business. "We have a website and I'm looking in to how Restaurant Manager's Online Ordering module can be used to encourage customers to pre-order their take-out food so we can get their orders processed even faster."

Neil and his partners know that part of their success has been generated from the good will they have distributed among the local community. Neil states, "We are proud sponsors of many local sporting and charity events, and after 15 years in business we have a 99 percent repeat business. We're very excited about our new POS system from ASI and look forward to continuing to build on our reputation as a local pub where everybody knows your name."

Maguire's Restaurant Manager Solution Snapshot

Business Needs and Challenges:

- Optimize restaurant operations to improve table turns
- Stop management via spreadsheets and improve access information
- Better management of special request orders
- Increase revenue

Solution:

- Restaurant Manager implementation with an expert ASI dealer
- Custom developed macro that automated the ability to more efficiently release tables for seating
- Customization to handle special orders and eliminate "see server" flags
- Integration with gift card capability
- Customization for timed release of drinks and courses
- Reporting with remote access

Results since installing Restaurant Manager:

- 18.5% increase in sales
- Over 10% increase in table turns
- Over 15% reduction in wrong orders sent to the kitchen
- \$6000+ savings resulting from use of reports to revise prep specs
- Improved special order handling allowing staff to spend more time on the floor instead of in the kitchen
- Additional revenue generation from gift card sales
- Improved flow of courses increasing customer satisfaction

Maguire's Bar and Grill Facts

Opened in 1993. Currently has one location in Easton, MA

Most popular dishes: Hamburgers, chicken tenders, and daily specials

Seats: 84 table seats

Staff: 2 bartenders and 4 servers

Average check: \$16

Hours: Open 7 days a week for lunch and dinner plus carryout/delivery

Website: www.maguirebarandgrill.com

Most revenue generated in a single day: \$12,000

POS: Restaurant Manager; 4 touch screens

sold and installed by:



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