

ORDERMAN PORTRAIT NO. 4: HEINZ KRENN; Graz/Austria

Global player makes local hero: AUSTRIA'S MR. HOOTERS

When you're based in a high-frequented location like the football-stadium in Graz, just how do you attract a large fan base as regular customers? Heinz Krenn – well known as Mr. Hooters – has geared up his team by deploying the complete ORDERMAN system. That's how they keep their eye on the game – and the guest.

Hooters, the American dream

There are 15,000 Hooters Girls serving in over 400 restaurants from San Diego to Sao Paulo to Shanghai – but Bob Brooks, the 68-year-old chairman of Hooters, has a vision of his Spicy Chicken Wings fluttering across the counters of a thousand outlets around the world. Now there's an Austrian chapter added to the success story that began in the USA in 1983. The Graz Stadium branch of the restaurant chain offers a potted version of the American way of life and an authentic truck stop atmosphere, with friendly girls wearing genuine smiles serving up the best burgers from Scheibbs to Nebraska. For Heinz Krenn, the man behind the launch, quality service and transparent billing are high priorities.



Caption: Hooters Girls shoot bills from their hips. "I want to make sure no guest has to wait, and every guest can see that the bill is correct at a glance", says Heinz Krenn, the Mr. Hooters of Austria. Guests are voting for the ORDERMAN system with their hard-earned cash.



Caption: Mr. Hooters relies on girl power – along with four ORDERMAN MAX units with belt printer at the Graz Stadium and five units at Vienna's Donauplex.

Hooters Girls shoot bills from their hips

The graduate of a well known Austrian college specialized in hospitality started using ORDERMAN late in 2004, and wishes he'd done so from the start. "I thought long and hard about what kind of investment to make – probably too long. I now

know it would have paid off in three days during Champions League matches," he says, reckoning up the sales increases achieved with the system. Started with an ORDERMAN DON, he now uses a MAX and belt printer for total communication.

"The girls spend their time with the guests, so the sales are up by 20 percent!"

"The dialogue is maintained, guests have an overview of what they've consumed, and I can keep an eye on the stock levels." Honest dealings make goods friends: a high proportion of returning guests in this stadium restaurant is partly down to the effective use of the ORDERMAN system. "On a regular day in Graz, we have 150 seats inside with another hundred outside. When a sporting event is on, that figure goes up by 200 seats, and with mobile bars on the mall, every move we make has to be exactly right."

Card-based transactions becoming more complex

"There's a definite trend towards

paying with credit cards, loyalty cards and luncheon vouchers", says Heinz Krenn, pondering the hugely rising demands on cash register systems. "Four or five options used to be enough, but now my register needs to be able to cope with 20 options." In this respect, ORDERMAN MAX is providing invaluable support. "I can even perform credit card transactions right in front of the guests. It's simple and it's secure." Where there's one Hooters outlet, you're never far from the next: since autumn 2005, hungry punters have also been able to get their Special Curly Frites at the Donauplex, 1220 Vienna. For Mr. Krenn, it's a hoot!

Hooters
The American restaurant
in Graz
Liebenauer
Hauptstrasse 2-6
A-8041 Graz-Liebenau

www.hooters-graz.at

www.orderman.com