

Boost Efficiency with Orderman

Two-thirds shorter distances by service personnel, an average increase in turnover of 8.5 % and significant cost reductions - the key word in the hospitality sector is mobility. Mobile tills, mobile receipt printers, mobile credit card processing. The use of an Orderman wireless ordering system is therefore a profitable investment for nearly every type of hospitality establishment.

There is a huge unused potential for rationalization and increased efficiency in the food service sector. This potential can be utilized with mobile tills. As the innovative market leader for wireless ordering systems, Orderman is aware of the resulting economic effects: "Customer service is perfected with mobile order-taking. The guests are more satisfied, because everything is faster. Satisfied guests spend more, they come back, and they recommend the restaurant to others", says Orderman marketing director Andreas Neuhofer.

One beer more per guest

With the help of modern handhelds, forgotten orders are a thing of the past. Service personnel always serve the guests. They take orders, process payments and have their area constantly under

control, while the food and beverage servers bring the orders to the tables. Shorter service distances are reflected in reduced service work resources and lower service personnel costs. The time gained can be used by the service personnel for active sales and recommendations. "One beer or cup of coffee more per guest, projected over an entire year, makes the cash registers ring", Neuhofer sums up.

Study confirms effectiveness

Dr. Wolfgang Bachmeyer, managing director of the Austrian market research institute OGM, summarizes the results of a study from the year 2007 as follows: "It has been demonstrated that with the intelligent use of wireless ordering systems, any restaurant can achieve a significant average increase in turnover of 8.5%". The survey con-



Prevent losses, save costs, increase turnover - wireless tills from Orderman significantly increase the efficiency of a hospitality establishment.

firms that the average amount of food and drink consumed per guest in establishments that use Orderman is significantly higher. Hermann Eschbacher, Orderman area manager for Austria, comments: "The results of the study are unambiguous and also confirm our actual experience. The average increase in turnover for beverages alone is almost 10 percent!"

Cost reduction through improved processes

Longer lead times and increased continuity at the bar and in the kitchen are invaluable - as is the fast and precise payment process directly at the guest's table. There are no mistakes and nothing is forgotten. "Especially in times like these, in which the economy is headed for an uncertain future, it is necessary to look for ways to save and optimize. Using Orderman is a major step toward increasing the efficiency of an establishment and avoiding unnecessary costs", says Neuhofer. The Orderman company, based in Salzburg, is the only global supplier of a wireless ordering system that was developed exclusively for use

in gastronomy. The units are robust and waterproof and feature reliable wireless technology with no interference, in addition to long battery life time and intuitive controls - optionally with touch input or keypad input. Orderman handhelds are compatible with all leading software and cash register solutions; they are sold through authorized dealerships.

Orderman customer feedback:

Stefan Muxel, Restaurant Mohnenfluh, Oberlech am Arlberg:

"We have more turnover every day and can expect a certain increase of 10 percent."

Gregor Aslanidis, Tiergarten Schönbrunn Gastronomie GmbH, Vienna:

"Our table capacities cannot be expanded. We expand by becoming faster and more efficient. Higher turnover is possible for us only with a wireless ordering system."

Claudia Meier, Landgasthof Meier, Hilzhofen/Upper Palatinate area of Bavaria:

"The investment was paid back after about two years. Over the last four years we have seen a good increase in business."

Georg Baudrexel, Gasthof Schatten, Garmisch-Partenkirchen:

"The system provides for optimum control; in case of only 5 or 6 forgotten beers every day, it pays for itself within a very short time. The guests notice the significant increase in the quality of service and this is rewarded with higher turnover!"