



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

## SUCCESS DESPITE CRISIS: Use of Orderman Boosts Turnover and Efficiency

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

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 Andreas Neuhofer, marketing director at Orderman.

### NO MORE "IDLE TIME"

With the help of modern handhelds, forgotten orders are a thing of the past. A division of labour that perfects the processes makes the further advantages especially clear. 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.

### MORE ADDITIONAL SALES

The time gained can be used by the service personnel for active sales and recommendations. Because losses are the result not only of lost orders, but also of missed opportuni-

ties for additional sales. "One beer or cup of coffee more per guest, projected over an entire year, makes the cash registers ring", Neuhofer sums up.

### NOTICEABLE INCREASE IN TURNOVER

Faster service, higher table turns and additional sales produce a significant increase in turnover. Dr. Wolfgang Bachmeyer, managing director of the Austrian market research institute OGM, summarizes the results of a study conducted in 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 also showed that the majority of users were able to reduce

costs by an average of 13 percent. "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!", confirms Eric Stomberg, Orderman area manager for Northern Germany and Benelux. Orderman area director Miroslav Ljubic adds: "80 percent of turnover is achieved in the majority of gastronomy establishments in 20 percent of the time. Longer lead times and increased continuity at the bar and in the kitchen are invaluable here. In addition, the stress factor in the kitchen and throughout the entire establishment is reduced; everything runs more smoothly and the guest notices that, too."

### REDUCED COSTS THROUGH OPTIMIZED PROCESSES

Another benefit is the fast and precise payment process directly at the guest's table. All food and beverages consumed are reliably recorded. At the press of a button, the receipt can be printed on the mobile printer. 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.

### INDIVIDUAL SOLUTIONS FOR EVERY TYPE OF GASTRONOMY ESTABLISHMENT

The Orderman company, based in Salzburg, Austria, is the only global supplier of a wireless ordering system that was developed exclusively for use in gastronomy. The individual choice of various models allows every restaurant owner to find the right solution in terms of both price and technology. All units are robust and waterproof and feature reliable wireless

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technology with no interference, in addition to long battery life time and intuitive controls. Depending

on requirements, models are available with touch input or keypad input. Orderman handhelds are compatible with all leading software and cash register solutions. They are available only from authorized dealers. Orderman Certified Partners and Certified Premium Partners are specially trained at the Orderman Academy. These dealers are your ideal contact partners for profitable wireless ordering with Orderman.

www.orderman.com

### ORDERMAN CUSTOMER FEEDBACK:

#### Johann Eichmeier, Königlicher Hirschgarten, Munich:

"The day of the annual fair was always a horror; although business was great, chaos abounded every time and at the end of the day, everyone was exhausted. The first year that we had Orderman, we all agreed early in the afternoon on the Sunday of the fair that business was slower than usual. Everything went smoothly, with no complications. A quick check of the turnover figures surprised us: 10% more than the previous year, and it was still afternoon!"

#### Stefan Muxel, Restaurant Mohnenfluh, Oberlech am Arlberg:

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

#### 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 Baudrexl, 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!"

The extensive Orderman product mix allows every restaurant owner to find the right model - in terms of both price and technology.

