

Fit for the future with Orderman

Save, rationalize, optimize! In times of the uncertain economic situation, the purchase of an Orderman wireless ordering system will boost the efficiency of your establishment in the hospitality sector.

The key word is mobility. Mobile tills, mobile receipt printers, mobile credit card processing. The potentials for increasing efficiency are significant: Two-thirds shorter distances by service personnel, an average increase in turnover of 8.5 % and above-average cost reductions. Marketing director at Orderman, Andreas Neuhofer, explains this as follows: "Customer service is perfected with handhelds. The guests are more satisfied, because everything is faster. Satisfied guests spend more, they come back, and they recommend the restaurant to others." A study by the Austrian market research institute OGM shows: "With the intelligent use of wireless ordering systems, any restaurant can achieve an average increase in turnover of 8.5 %", summarizes OGM managing director Dr. Wolfgang Bachmayer. The survey

also showed that the majority of users were able to save costs by an average of 13 percent. Not to mention the time saved: 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 dining area is reduced; everything runs more smoothly and the guest notices that, too.

LUCRATIVE 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 opportunities 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. 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 mobi-

le printer. There are no mistakes and nothing is forgotten. 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 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 technology with no interference, in addition to long battery life time and intuitive controls. The technology used for the different models differs in the input method: Depending on requirements, one can choose a model with touch input or keypad input. They are available only from authorized dealers.

