

Boost Efficiency and Turnover with Orderman

In the hospitality sector, it is always necessary to look for ways to save and optimize. In times of the uncertain economic situation, more than ever before. Wireless ordering systems like those from Orderman are a significant factor in this respect.



There is a huge unused potential for rationalization and increased efficiency in the food service sector. This potential can be utilized with handhelds from Orderman.

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.”

SAVED TIME AND INCREASED TURNOVER

A study by the Austrian market research institute OGM confirms the economic effects: “It has been demonstrated, that with the intelligent use of wireless ordering systems, any restaurant can achieve an average increase in turnover of 8.5 %”, according to the managing director of OGM, Dr. Wolfgang Bachmayer. “Intelligent use” means: 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.

LOWER COSTS AND MORE ADDITIONAL SALES

“The results of the study are unambiguous and also confirm our actual experience. 80 % of turnover is achieved in the majority of gastronomy establishments in 20 % of the time. Longer lead times and increased continuity at the bar and in the kitchen are invaluable here. The average increase in turnover for beverages alone is almost 10 percent!”, says Hermann Eschbacher, Orderman area manager for Austria. The survey also showed that the majority of users were able to reduce costs by an average of 13 percent. Shorter service distances are reflected in reduced service work resources and lower service personnel costs. The time gained can also 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”, Andreas Neuhofer, marketing director at Orderman, sums up.

PRECISE CONTROLLING

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.

LARGE PRODUCT MIX

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. 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.