

## The musical 'ELISABETH' shares top billing with the ORDERMAN radio ordering system: ALWAYS A FULL HOUSE FOR AUSTRIAN PRODUCTIONS

The Thun Festival delivers high standards. As the hit Austrian musical is performed on the floating stage, enchanted guests enjoy excellent service in the marquees. The manager of DINE & SHINE, a catering company in the SV Group, turns to the latest radio technology – another hit product made in Austria. A glorious past merges into a profitable future in the shape of an unforgettable evening.

### When you're playing to a packed house, you need faith in your performance.

After the trade fairs of Zurich and Basle, it's time to enjoy the summer breeze on Lake Thun:

Anyone who sets up shop at international trade fairs knows their way around the catering business. "We run seven restaurants at the Zurich trade fair, and another 10 at big international events like the LA GIARDINA gardening fair. So that's 17 in total", confides Jolanda Pfister. "We bring our whole set-up to Thun; that's a total of 18 ORDERMAN MAX units plus belt printers." For Ms. Pfister the ORDERMAN MAX is essential, especially when it comes to providing a suitably stylish service in the VIP Lounge, which companies and banks reserve for their special guests. In fact, a high level of performance is easy to achieve:

### One hour ORDERMAN MAX crash course for service staff.

Apart from the restaurant manager, 70 to 100 staff members are recruited from around the region, a process that begins around two months in advance. A brief and to-the-point

familiarisation course is held shortly before the festival opens in mid-July.

One hour is enough to learn how to use the ORDERMAN MAX; within three days, staff members have a total command of the unit and can change bookings, book on account and make customer-specific bookings. "We use the ORDERMAN MAX in the restaurant, which has around 450 seats and a terrace, and in the VIP bar, which seats 150 to 170 customers.

Guests appreciate the personal attention and are always amazed by the speed at which their food and drinks arrive."

### Highlight of the show: the card reader function.

"What really impresses customers is that we only need to swipe their card through the unit to complete the transaction. And when the receipt churns out of the belt printer, you know it's an experience they'll

remember." The unit makes life much easier, particularly at trade fairs: "Exhibitors who stay for the whole week get a Customer Card.

The time they save in this way amounts to quality time that can be devoted to the guest."

Ms. Pfister calls the restaurant manager over: "He's the first to know when something isn't working properly." During the photo session, therefore, we asked him for any criticism he might have. "What can I say?" he replies.



Jolanda Pfister, manager of DINE & SHINE, an SV Group catering company: "As soon as we invested in an ORDERMAN DON in 2004, we realised that waiters queuing to use the cash register was costing us valuable time. In 2005 we switched over to the ORDERMAN MAX, because we wanted to benefit from the card reader and belt printer functions." The calculation paid off: "Feel free to say I'm a fan in your article." No problem, Frau Pfister!



Swiping a customer card through the unit makes payment a fun experience – and ensures the kind of accounting precision that seems right at home in Switzerland. With ORDERMAN MAX, the customer is king.

"The battery lasts very well, especially compared to competitor products. The system is easy to use, even for temporary staff. The radio link works extremely well. Mr. Ritschards and Mr. Schiess from BALDEGGER+SORTEC AG were always on hand if there was anything we didn't understand at first ... no complaints at all!"