

Aloha®

ERIK'S DELICAFÉ INCREASES SALES AND IMPROVES EFFICIENCY WITH RESTAURANT TECHNOLOGY



LOCATION

27 locations in California's Bay Area

TECHNOLOGY SOLUTION

- Aloha Quick Service POS
- Aloha Stored Value
- Aloha Online
- Aloha Command Center
- Radiant POS Hardware Terminals with Customer-Facing Displays

PARTNER

East Bay POS

BENEFITS

- Increased annual sales by 20 percent
- Grew promotional item sales by 15 percent with customer displays
- Increased check averages by 55 cents, or 6 percent
- Improved employee efficiency

"We have seen immediate benefits from our ownership of the Aloha solution that proves restaurant technology cannot only make your operations more efficient, but can also add thousands to your revenues."

-Tony Bendana

Senior Vice President and COO,
Erik's DeliCafé

Since 1973, Erik's DeliCafé has been serving gourmet sandwiches, soups and salads, and is one of the largest owners of potbelly stoves in the United States, which were once used to heat the restaurants. With 27 locations in California's Bay Area, Erik's DeliCafé is also one of the largest users of alfalfa sprouts in the country, emphasizing its goal of providing healthy meals with fresh and high-quality ingredients. In 2009, Erik's built a new corporate store with its first point-of-sale technology, including the Aloha Enterprise solution and Radiant hardware.

CHALLENGE

Prior to implementing new technology to more efficiently manage its operations, Erik's locations were using a simple cash register and hand-written checks to process orders. "We were basically running on the honor system and trying to make food purchasing and menu decisions without any real analysis," says Tony Bendana, senior vice president and COO of Erik's DeliCafé. "I knew that our restaurants would become more efficient and be able to increase sales by investing in restaurant technology, but I also wanted to have local support so our franchisees would be comfortable using a new system." Bendana researched close to a dozen potential technology providers to decide which company's solution would be the easiest to use and be the right fit for his needs.

SOLUTION

After evaluating multiple providers, Bendana chose the Aloha Enterprise solution based on three key differentiators: ease of use, above-store reporting capabilities, and the support of East Bay POS a local Radiant Systems reseller partner. "It was a no brainer for us to select Aloha as our technology solution. The interfacing capabilities of all the products together in one system really simplified the entire process," says Bendana. With all of its technology under a single provider, Erik's can quickly and easily access and maintain gift card sales, customer loyalty information, food and inventory cost reports and support cases. "I also liked the fact that the above store reporting on all restaurant sites can be done from any remote location, which really helps our management team make important decisions," Bendana adds.

RESULTS

After implementing its first POS technology solution in the new flagship store, Erik's has seen many improvements in sales and operational efficiency. Because servers no longer hand write checks and take them to the kitchen for preparation, throughput and sales have improved as staff can now spend more time serving guests and less time running around the restaurant. "Our sales have increased 20 percent compared to previous averages since we've started using Aloha, and check averages have increased an average of 55 cents, or around six percent," says Bendana. Erik's also runs a "What's New?" program, rotating the promotion of new menu items. After advertising the "What's New?" products on the customer-facing displays, sales of these items were 15 percent higher than comparable sales at other locations. "The management at Erik's knew that it was important to invest in POS technology, but sometimes it is hard to take that first step," says Bendana. "We have seen immediate benefits from our ownership of the Aloha solution that proves restaurant technology cannot only make your operations more efficient, but can also add thousands to your revenues."



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