

Bondi bar and kitchen: Deploying Handheld Technology to Promote Australian Hospitality

Case Study

Restaurant Overview

Bondi bar and kitchen, the first venue of a new Australian hospitality chain, is located in the iconic Gaslamp Quarter of San Diego. The spacious (9,000 sq.ft.) venue brings the genuine experience of modern Australian hospitality to the United States for the first time through its unique food and beverages, entertainment and design. With its 500+ capacity, capable of seating upwards of 325, Bondi's three bars and four dining spaces are designed to showcase a different aspect of the Australian landscape and lifestyle.

Business Challenge

Bondi wanted its customers to experience the finest in Australian hospitality throughout its large and multi-faceted venue. A point-of-sale (POS) system capable of maximizing customer service and server efficiency was a priority. "Competition in the Gaslamp is white hot", says Bondi founder and CEO, Julian Heppekausen. "We're confronted by over 25 quality restaurants within a couple of blocks. We needed a POS technology vendor able to give us a commercial and service edge, and willing to partner with us to achieve our business goal of becoming a successful chain throughout Southern California and, ultimately, the U.S."

The Solution

Julian and his co-founders, Michael Cameron and David Zampatti, were first exposed to TriniTEQ's WaiterPAD System in Australia, where its unique radio frequency technology has been widely deployed in hundreds of bars and restaurants. In keeping with its commitment to introducing Australian products, services and hospitality industry technology to the U.S. market (the Streamline beer system and recyclable EcoKegs are other Australian innovations on show at Bondi), Bondi selected TriniTEQ to provide a complete handheld system in its San Diego location, with ten WaiterPAD handhelds, seven WaiterPOS touchscreen terminals and three radio frequency receivers.

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---Julian Heppekausen
CEO, Bondi Bar and Kitchen

"Bondi prides itself on implementing breakthrough technology. We have a state-of-the-art beer delivery and distribution system and ground-breaking design elements in our venue," said Julian. "With TriniTEQ, we have a great partnership and an innovative technology solution that optimizes our service operations and enhances the guest experience we offer."

Results

Speed and efficiency. By using the WaiterPAD handheld units to take and transmit orders to the kitchen and bar, Bondi team mates spend more time on the floor with guests to ensure they are experiencing friendly Australian hospitality and, in the process, garnering many positive comments for the high quality of service. "We sincerely attempt to deliver our Aussie way of doing things to all our guests," remarked Bondi founder and chief concept officer, David Zampatti. "We want them to know they are always welcome at Bondi, and the best way to achieve that is by maintaining maximum interface between our guests and team mates. That's the secret of our success with WaiterPAD." Tables can be turned faster, without rushing patrons, because the Bondi team are on the floor with their guests and can pace them through the entire dining experience: ordering, serving and processing the check.



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Increased sales. WaiterPAD helps drive sales for Bondi. With servers able to spend more time on the floor tending to their guests, there are more opportunities to upsell products like Bondi's specialty Australian beers, appetizers and desserts.

Maximize team performance. Bondi has produced better revenue results with less floor staff using WaiterPAD. By transmitting their orders from the floor, servers are able to manage more tables with the handheld units. "I'll never forget our first night with WaiterPAD. We had over \$10,000 in ticket sales with only five servers, which is all-but-unheard of in the restaurant industry," commented Julian. "It made us realize the phenomenal potential of WaiterPAD to help drive our business."

Julian pointed out another direct benefit of WaiterPAD's performance. Less working hours to produce higher revenues means more tips per hour worked, an increasingly critical advantage in a market where competition for the best and most ambitious staff can be cutthroat. "We believe we've got the potential to deliver up to 60% more tip income per working hour because of WaiterPAD and other efficiency practices. That's a massive advantage when we go out to hire top quality teammates, and ward off approaches from other employers," he said.

Back-of-house analysis. The TriniTEQ system provides Bondi with detailed results on its operations including service location analysis, complete tip reporting module, scalable tax level system, enhanced sales analysis application and security features.

About TriniTEQ Systems

TriniTEQ is a leader in providing tailored point of sale solutions to suit every hospitality environment. Our state of the art technology is based on thorough research and development ensuring that our products are the best in the business. For more information on our range of point of sale products visit www.triniteq.com



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