

Sophisticated service with a simple structure

Case Study

Restaurant Overview

Renowned as one of the first sushi train restaurants in the Southern hemisphere, the Masuya Restaurant and others in its chain have been operating since 1994. Owned by Ken Sadamatsu, the four restaurants – Makoto One and Two, Musashi and Masuya – are located at Chatswood and throughout Sydney. Open six days a week for lunch and dinner, the restaurants attract business people, locals and tourists, with an average day seeing a combined patronage of anywhere up to 2,800.

Challenge: Automating service

Starting with just the one restaurant, Sadamatsu has built his business around keeping in touch with what the customer really wants and striving to provide exactly that. Staff plays an important role in this, and Masuya Restaurant Hall Manager, Lachlan Gelling works closely with Sadamatsu on various aspects of the business.

“Ken (Sadamatsu) is always looking to improve the business and this time around he wanted to better the levels of service we provide to patrons,” Gelling said. “We’re very stringent when it comes to quality service, though this time we needed more than that. It was about automating the serving process and ensuring the restaurants were run in a much more orderly fashion.”

With a paper-based ordering system in place and a pigeon hole at the front desk for each table’s orders, Sadamatsu decided it was time to look at what the Point-Of-Sale market had to offer. “We needed a cost effective POS solution that would automate service and be reliable in such a high demand environment. It also needed to use incredibly intelligent technology, as we would be programming new things into it on a regular basis to keep up with our clientele’s needs,” Gelling said.



“Since the (TriniTEQ solution) implementation, our in-house productivity has doubled, giving us the ability to speed up our turn-over of patrons and resulting in a 40 per cent increase in sales. This is great news for our restaurants.”

---Lachlan Gelling
Hall Manager, Masuya Restaurants

Solution: Increased sales and productivity

After much research, the Masuya Restaurants decided to implement a TriniTEQ solution in three of its four restaurants. The total installation for all three restaurants included: three WaiterPOS Terminals; ten kitchen and receipt printers; and 13 TriniTEQ hand-held WaiterPADs.



Gelling commented: “Since the implementation, our in-house productivity has doubled, giving us the ability to speed up our turn-over of patrons and resulting in a 40 per cent increase in sales. This is fantastic news for the restaurants, considering the TriniTEQ POS solution has only been implemented in the three restaurants over the course of the last two years.”

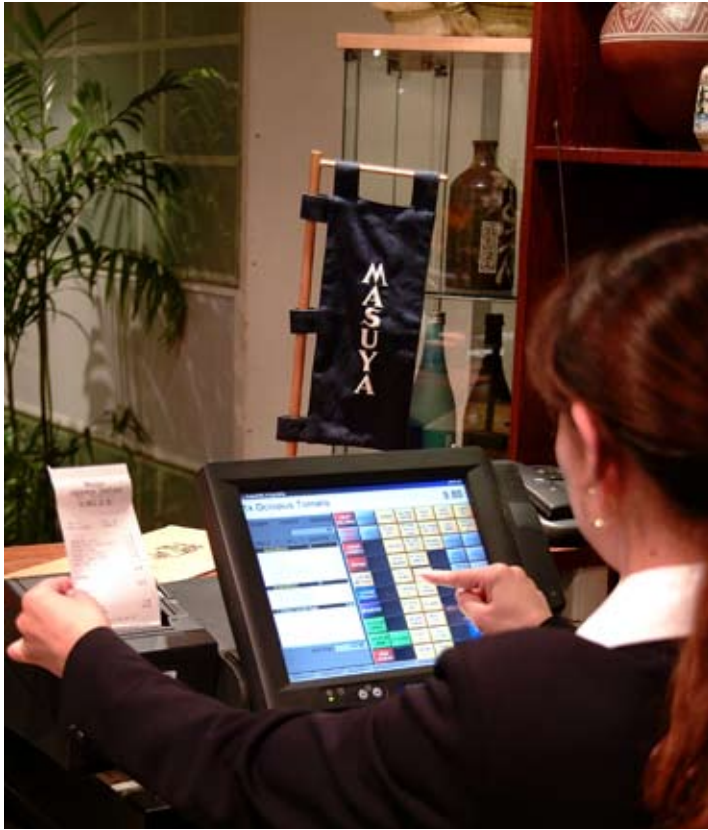
Time saving

Prior to the implementation of the TriniTEQ solution, the Masuya Restaurants were using a paper-based ordering system, which required the waiters to use the traditional triplicate style note pads. This meant that after taking each order, the waiter would have to deliver the copies to the kitchen, the bar and the front desk where the WaiterPOS terminal was located.

“With the new TriniTEQ solution, all the waiter has to do is enter the order details into the hand-held WaiterPAD and press the send button. This information is then transmitted, using radio frequency, to the WaiterPOS terminal, as well as the kitchen and bar areas where it is printed out for the chef or bartender to begin preparing the meals or drinks,” Gelling said.

Another time saving factor since using the TriniTEQ

Sophisticated service with a simple structure



solution is the cut-down on training time for staff at the Masuya Restaurants. With approximately 120 staff members to train every three months due to the time limit on working visas, training used to take anywhere up to 10 days. Gelling commented: "We invest time and money in training the staff members at each restaurant; and by the end of that training, they have to know as much as possible about the job because our reputation relies on their ability to do their job well. In saying this, the new system allows us to provide that same high level of training but in just five days!"

Quality of service

Operating to a very strict total quality of service formula, the Masuya Restaurants are able to gain more than enough business by word of mouth. "Our service is always 110 per cent because we work on the theory that impressing one patron is as good as impressing 30 – the approximate amount of associates, friends and family they will recommend the restaurant to," Gelling explained. "On the other hand, this figure works the same in reverse should we disappoint a patron, so the level of service is incredibly important here."

At the Masuya Restaurants, quality in is based on the overall experience, from the way the napkins are folded and the speed at which the table can be set, through to the professional appearance of the restaurant and of course, the quality of the food. "To us, quality has a lot to do with automating processes in order to give the patrons more attention and the WaiterPOS Terminals

working in combination with the receipt printers and TriniTEQ's hand-held WaiterPADs are all a vital part of this," Gelling said.

"With the old paper-based system, the waiters were required to spend so much time taking the orders and making sure they were reported accurately to the kitchen staff that the patrons were being, to some degree, neglected. Understandably, you can't give every patron that special one-on-one treatment, but with the TriniTEQ solution working together and keeping waiters on the hall floor, we come pretty damn close."

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

TriniTEQ
Limited