

Secret Recipe improves responsiveness and customer relationships with a TriniTEQ solution

Case Study

Restaurant Overview

Secret Recipe Cakes & Café (Secret Recipe), an award-winning restaurant chain based in Kuala Lumpur, Malaysia, operates 82 cafés across Southeast Asia. The company delivers high-quality meals quickly, at a reasonable price, and is deeply focused on server-customer interaction. However, Secret Recipe was concerned that its traditional system of handwritten orders and cash registers was restricting the chain's potential for growth.

Secret Recipe employees were using pen and paper to take orders, walking the orders back to kitchen staff and ringing up sales transactions by hand, using traditional cash registers. This process increased the probability of error and forced wait staff to constantly trek back and forth between their tables and the kitchen. Additionally, traditional cash registers did not offer the company any advantages when it came to tracking supplies, performing accounting tasks and obtaining sales reports. Secret Recipe realised that its traditional methods hampered inventory control, reporting and sales analysis, while also preventing it from delivering world-class customer service.

Increasing sales and tracking sales information

To keep hungry customers happy and coming back for more, while more effectively monitoring its business, Secret Recipe needed to connect wait staff to kitchen staff to the back office. The company began looking for a solution that would standardise its technology across multiple sites, increase overall sales and improve tracking of its franchisees' sales information.

"We faced typical food-service industry problems such as human error and inconsistencies in the order

"The solution has enabled us to reduce our serving time by five to eight minutes from initial ordering to serving, and we can now settle bills within seconds. As a result, customer satisfaction has increased and that has been reflected by a 10 percent sales increase in the first month following implementation."

---Jessie Low, Chief Financial Officer,
Secret Recipe Cakes & Café Sdn Bhd

process," explains Jessie Low, Chief Financial Officer, Secret Recipe. "We needed to decrease serving time while increasing efficiency and staff interaction with clientele. We also wanted a scalable solution that could eventually be linked to our ERP (enterprise resource planning) systems to address reporting, inventory and stock shortage issues. The TriniTEQ solution has three phases—point of sale (POS), inventory, and back-end information. We foresaw that this would increase accuracy and traceability of inventory and would also shorten the reporting process."

Increasing customer service with handheld ordering solution

Approaching TriniTEQs authorised dealer iWaiter, Secret Recipe integrate café operations to ensure that orders are taken quickly and accurately; that they are efficiently relayed to the kitchen staff; and that they are processed correctly at the register. The solution includes a front-end application WaiterPOS and a handheld-device application WaiterPAD. Allowing employees to capture orders in real time and instantly and accurately feed



Secret Recipe improves responsiveness and customer relationships with a TriniTEQ solution



them to the chefs. Now wait staff can spend more time interacting with customers and driving sales.

Today, most of Secret Recipe's smaller cafés use only one TriniTEQ system, while larger cafés require two. During the initial rollout, 30 TriniTEQ systems were implemented at 25 sites and then 50 additional sites with the complete roll out concluding by the end of 2005.

After deploying the new TriniTEQ POS solution, employee productivity at Secret Recipe increased by five percent, and service delivery times improved between 10 and 20 percent. Overall, the company's sales grew by approximately 10 percent, according to Low.

TriniTEQ's POS system helps Secret Recipe create a more professional image

Because the sleek TriniTEQ POS solution more efficiently routes orders to kitchen and payment terminals, Secret Recipe's wait staff now has more time to spend interacting with customers. As a result, they can provide better, more personalised service. And because it will become faster and easier for managers to access accurate sales information, they will be able to focus on analysing trends and improving café operations as needed.

The new TriniTEQ POS solution helps to create a more sophisticated, professional image for Secret Recipe. There are minimal billing errors with the new system, and franchisee sales figures are much simpler to track than with the previous solution. "The efficient and modern POS system helps us to create better branding for Secret Recipe," explains Low. "Secret Recipe was able to realise this transformation because of the commitment of the partners that we work with at i-Waiter."

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