

Speeding up service with a sophisticated POS at Wagamama

Case Study

Venue Overview

Originating in the UK, Wagamama is a restaurant chain specialising in nutritious noodle meals and was brought to Australia in 2001 by business partners Stewart Koziara and Luke Fryer. Since opening the first Wagamama restaurant, the two partners have built on their success by opening a further eight restaurants across the country. With a focus on good food and quick service, Wagamama Australia has implemented a TriniTEQ Point-of-Sale (POS) solution, WaiterPOS terminals, kitchen and receipt printers and WaiterPAD hand helds.



SITUATION

Following suit with his UK counterparts, Koziara recognised the vital importance of utilising advanced hospitality industry POS technology. Koziara comments: "I was well aware of what was expected of us, but I also had my own vision for just how streamlined I really could make the restaurant operations and service with the use of the right technology."

Rapid service and reliability

With one of its locations being the Sydney International Airport, it is essential that Wagamama staff is able to provide service that is quick, yet without appearing rushed. "We need to ensure the service we provide is as efficient as possible because the patrons we're serving don't have time to wait around. They want to be able to walk in, place an order and have it on the table in front of them within a matter of minutes," Koziara says.

"In a typical 2.5 to 3 hour dining session, we can have 700 patrons come through our doors. So it's terribly important to us that any solution we chose would have the reliability – at every point – to perform without a glitch, regardless of the demand we place on it."

SOLUTION

After researching a number of available systems from various vendors, Wagamama selected TriniTEQ to implement a solution at all eight of

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---Stewart Koziara
Co-Owner
Wagamama Australia

its initial locations. In total, the implementation included eleven WaiterPOS terminals, 48 kitchen and receipt printers, and 120 hand-held WaiterPADs.

In discussing the reasons for choosing the TriniTEQ solution, Koziara comments: "The most straightforward reason is that it was undoubtedly the one solution that afforded us the best quality, functionality and even with that, the best price by almost 40 per cent."

BENEFITS

Fast service – but no rush

According to Koziara, achieving the very fine balance between speedy service and a relaxed dining experience is an absolute prerequisite in every Wagamama restaurant – all around the world. "Our restaurants are designed to provide good meals to people who tend to have little time



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to sit around and wait," he says. "But having said that, it's essential our customers never feel as if they're the ones who are being rushed."

This is precisely where the TriniTEQ solution plays a crucial part in the Wagamama business model. When a waiter takes a customer's order, that order is sent automatically through to the WaiterPOS terminal, which uses Windows-based software to maintain a running tally for each table and even update stock records. Simultaneously, the order is printed on one of the restaurant's kitchen printers located in specific food preparation areas.

"All that happens in a matter of seconds," Koziara says. "And while it is, instead of having to take order slips over to the kitchen or front desk, the waiter is moving on to his or her next customer. What it really boils down to is that actually no-one is rushing, but everything's happening very fast!"

Faultless floor to kitchen communication

The former CEO of a well-known food retail chain operating throughout Australia, Koziara has built his success on identifying opportunities, then exploiting them. But in doing so, he realises that without the right infrastructure, the hold on success can be somewhat tenuous. "In a restaurant, having the right tools that streamline the communication between floor and kitchen staff is a fundamental infrastructure requirement," he says.

"I've seen other systems featuring hand-held devices where the wireless communication drops out as soon as a waiter walks around a corner or moves to a different room in the restaurant," Koziara states. "With the WaiterPAD's Radio Frequency system, we have absolutely faultless and uninterrupted communication. This means that wherever a waiter is, as soon as they submit

a table's order, those details are immediately transmitted to the terminal and kitchen printers."

Aside from the immediate advantage of having absolutely reliable floor-to-kitchen communication of orders, this high level of reliability provides Koziara with the freedom to select sites for future restaurants that might otherwise have been totally impractical. Koziara comments: "Given that we know the system we've chosen is going to work equally well over a two-storey site as it does in a single-story open plan site, we'll be able to consider restaurant sites based on their trade potential rather than their ability to carry radio transmissions."

Guaranteed support

With eight restaurants currently operating and another seven in the planning stage, Koziara recognises the absolute importance of support from TriniTEQ. "It's just the same as with any other franchise operation," Koziara says. "Customers expect exactly the same quality and level of service regardless of which store or restaurant they're at; and because we get that from TriniTEQ, it relates directly to our customers having a better experience at all our restaurants."

TriniTEQ National Sales Manager, Jason Inman believes an integral component of successful POS system implementations is ensuring the technology is designed for its end use and has guaranteed support. "We have developed this system specifically for restaurants."

That is a sentiment echoed by Koziara. "In terms of performance and support," he says, "the whole system has exceeded our expectations. So much so, that I've actually approached the UK based founders of Wagamama and are pitching them to switch over all franchises to the TriniTEQ system. As far as I'm concerned, there's nothing better."

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 contact 1300 784 666.

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