

TUTTIMELON CAS STUDY

Red River POS helps yogurt chain ringing up profit



Problems:

The company has been looking for pos for their yogurt business for quite some times. They have use couple popular restaurant software for various locations. However, the restaurant software is not design for yogurt business. They can't run key performance indicator (kpi) reports for their yogurt business. Operations the POS include several work around to accommodate the company workflow.

Hardware is difficult for business to maintain. All locations are on PC run WinXP or Vista. According to Patrick W., operating officer, "we feel like we using computer designed for office environment in a restaurant environment. It has not been working out for us. The systems started very fast. After a couple of Windows security updates, things become slower and slower. We constantly have to maintain the POS systems. It is a distraction for our business. We should be focusing on running the operation more efficiently and serve the customer better." Systems are crashed often causing interruption to the business.

Ease of use: current systems are overburden the business with complicated operations. The company can't track promotion, give away, various discount frequent guest card. There is no control over frequent visit card. It is very easy for dishonest employee to cheat.

Solutions:

The company realized they need to implement change to improve customer service and sustain grow. Red River POS has installed propriety yogurt pos. POS hardware is from CASIO, Red River POS yogurt pos program, and high speed processing and free gift card program from Mercury Payment Systems.

Results:

New POS systems was easier to use. Training cashier take less than 15 minute.

Less is more: instead of read through several report to get the information they need. Store manager can look at a few key performance indicators (kpi) to help them manage their stores.

New POS systems are designed for yogurt stores and can be customize to fit the company workflow process.

New POS systems are trouble free to operate and no maintenance required.

Customer service is improved. Customers don't have to wait long. Rush hour operation is handle much faster. Credit card process in 2 seconds through high spend line.

Promotions and give away are tracking within systems.

Frequent visit credit are print out of the systems, eliminate the chance for thief and errors.

Coupon can be printed out from the systems eliminate cost and improve effectiveness.

Fundraising with various local social group are track to improve community awareness and can be use as effective marketing tools

Gift card is an effective marketing tools to bring more customers, brand loyalty and revenue to the stores.



Found in 2007 in San Francisco, Tuttimelon is a very popular and fastest growing retailer of premium nonfat frozen yogurt and gourmet gelato & sorbet in the Bay Area. The company has locations in: California, Canada & Asia

<http://www.tuttimelon.com/>

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