

Luci's Healthy Marketplace Improves Efficiency and Customer Satisfaction with Restaurant Pro Express™ Mobile

Luci's Healthy Marketplace is a Gourmet Natural Market, Caterer and Coffee Bar located in Phoenix, AZ. Because Luci's caters to a variety of health and dietary needs, they provide many ordering options to their guests to ensure they get their food and coffee orders the way they like them. With their quick service establishment growing in popularity, this was causing delays in order processing and customer throughput at their two stationary point of sale terminals. The delays were frustrating for both customers and staff. To eliminate long customer lines during peak busy times, Luci's turned to their point of sale provider, pcAmerica, for guidance.

After consulting with pcAmerica, the owner of Luci's, Kenneth Schnitzer, decided to implement, Restaurant Pro Express™ (RPE) Mobile, a line busting solution that allows wait staff to take customers' orders while patrons are in line and send them directly to the kitchen or barista stations for preparation. RPE Mobile operates on Apple iPod touch® and iPhone® devices and seamlessly integrates with their existing pcAmerica Restaurant Pro Express™ point of sale system.

"Our staff members use RPE Mobile to take orders from patrons while they are still in line," stated Schnitzer. "The ability to process more orders in less time has enabled us to move our lines faster and improve customer satisfaction."

This new mobile order taking solution has cut the time patrons wait in line in half and has reduced customer frustration and the potential for walkaways. In addition, the RPE Mobile Solution has enabled Luci's to easily add additional mobile point of sale systems during peak times and avoid the need to take up physical counter space.

Using Restaurant Pro Express™ Mobile has enabled Luci's to increase revenue, streamline order processing and improve customer satisfaction. Luci's is planning on expanding their business to include a wine bar, and will expand the usage of RPE Mobile to take table-side orders and payments from patrons.



Restaurant Pro express®
Point of Sale Solution for Restaurants