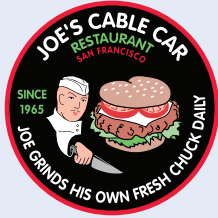


JOE'S CABLE CAR



LOCATION

San Francisco, California

RADIANT PRODUCTS

- Aloha Table Service POS
- Orderman Max2Plus Handhelds
- Radiant P1520 Terminals

PARTNER

East Bay Point of Sale Systems

BENEFITS

- Increased speed of service to maximize profits and table turns
- Reduced labor costs by decreasing number of servers from eight to five, saving \$30 an hour, \$240 across two four-hour shifts (over \$20,000 annually)
- Increased credit card security for guests by swiping the card at the table
- Improved guest experience and employee productivity

"Orderman has increased my profits in many ways. I am now able to use less labor to serve more guests. These handhelds are exactly what I needed to manage my traffic volume."

-Joe Obegi,
Owner, Joe's Cable Car

For more than 40 years, San Francisco locals and hungry tourists have devoured old-fashioned steak burgers and enjoyed the eclectic decor at Joe's Cable Car restaurant. Diners choose from 16 types of steak burgers, available in four, six and eight-ounce portions, all of which are made from meat that Joe grinds fresh daily. Many loyal customers and food critics alike have voted Joe's Cable Car as the "best burger in town." These accolades paired with Joe's fool-proof recipes and addictive personality keep his customer base growing year after year.

CHALLENGE: *Handling Increased Store Traffic*

In 2009 after being featured on the well-known Food Network series, Diners, Drive-ins and Dives, traffic at Joe's Cable Car exploded with new customers eager to taste his fare. "We had eight servers running around, and it was just chaos," Joe says. "Every minute counts, and my servers had to review orders twice. Once at the table, and once at the terminal." With capacity to only seat 70 diners, Joe knew he needed to find a new technology solution that would help him both decrease the number of servers on the floor and increase table turns and profits.

SOLUTION: *Aloha POS Integrated with Orderman Handhelds*

To address the crowds, Joe turned to East Bay Point of Sale Systems, who introduced him to the Aloha solution and Orderman handheld device. Orderman integrates tightly with Aloha POS and allows his servers to send orders to the kitchen, print checks and process payments directly from the table with bullet-proof reliability using radio frequency. With 70-to-80 percent of Joe's guests paying with credit cards, crucial time is saved and customers feel more secure with their cards always in sight. Joe's decision to implement Orderman handhelds has helped him handle the volume spike from the show.

RESULTS: *Decreased Labor Costs by \$30 an Hour*

Prior to implementing Orderman handheld technology, eight servers were required to manage guests, but since using the system, four or five servers can successfully serve guests in a full restaurant. As required in San Francisco, Joe pays his service staff \$10 an hour, so using Orderman saves him \$240 across two four-hour shifts. Average that amount against their seven day operating hours annually, and Joe is saving more than \$20,000 on labor alone. Time saved by sending orders from the table allows Joe's to turn tables faster and accommodate more guests. This means that Joe's Cable Car not only saves money from labor costs, but increases its profits through fast service and efficient payment capabilities, demonstrating Orderman's quick return-on-investment. Joe's satisfaction with his Orderman and Aloha technology tools means he will never go back to his old ways. "No more pencil. No more paper. I tell my servers – 'You do it this way,'" he says.