



ALOHA GUEST MANAGER IMPROVES TABLE MANAGEMENT EFFICIENCIES AT TEXAS ROADHOUSE

Based in Louisville, Kentucky, Texas Roadhouse, a Southwestern-themed restaurant that specializes in steak, ribs, chicken and seafood, owns and operates 315 restaurants in 46 states. In 2007, the well known full service restaurant chain began the search for a guest management system that seamlessly integrated into their existing Aloha Point-of-Sale and would allow them to optimize table management operations, maximize seat utilization and enhance the guest experience. Through the implementation of Aloha Guest Manager, Texas Roadhouse has been able to address specific business challenges and improve on their overall operational efficiency.



CHALLENGE

Any night of the week, a full restaurant and waiting list is great news for operators. Texas Roadhouse, a 310-unit restaurant chain, serves approximately 5,300 guests per site per week. Only open for dinner during week days, Texas Roadhouse draws consistently large crowds during a short period of time—through the dinner rush. Like many full service restaurants, Texas Roadhouse wanted to maximize dining room seating while not compromising the guest experience. Their prior seating process consisted of guests arriving at the restaurant, fighting a crowd up to the host/hostess stand to then receive a verbal wait time, sometimes receiving a pager, and many times being quoted an inaccurate wait time. After a set amount of time, the guests were finally called, buzzed or paged and seated at their table. In a rush to get through the wait list, sometimes hosts attempted to seat guests at their tables and found that they had not been cleaned or prepared. At this point, guests were becoming frustrated or unsatisfied with their dining experience. To ensure customers were receiving the best possible experience, Texas Roadhouse determined that a more efficient and accountable table and guest management system was needed. Texas Roadhouse management wanted a system that could ease the burden on their staff and provide accurate wait quote times, show real-time table status updates, maximize parties to table size to accommodate more guests, increase host productivity and capture and report on operational indicators to pinpoint areas for improvement.

- Maximize seating
- Improve wait time quotes
- Improve overall guest experience

“We have been able to effectively raise the level of service from the moment our customers walk into our restaurants, ultimately enhancing their overall guest experience.”

– Bill Kent

vice president of information technology
Texas Roadhouse, Inc.

SOLUTION

To overcome the existing guest experience challenges with their operations, Texas Roadhouse turned to Radiant Systems, the manufacturer of their point-of-sale software, Aloha Table Service. Texas Roadhouse partnered with Radiant to develop and launch Aloha Guest Manager, a solution for reservation management, waitlist management, table management and guest tracking that seamlessly integrated with their existing Aloha POS software.

- Aloha Table Service POS
- Aloha Guest Manager
- MenuLink Back Office
- Radiant PI220 and PI520 Hardware

Aloha Guest Manager now provides Texas Roadhouse with the ability to optimize table management operations while enhancing the guest experience and maximizing seat utilization. By implementing Aloha Guest Manager, the guest experience improved the minute guests walked in the door. When calling ahead, making a reservation or walking in, the customer's name is immediately entered into Aloha Guest Manager, which then runs calculations to estimate wait times. Wait times are accurately calculated based on the number of guests already in the queue, average table turns and by maximizing seating efficiency and suggesting the best match of tables to waiting parties. After being added to the wait list, guests receive a receipt with their wait time. When they are called to be seated, the system prints a slip of paper for the host/hostess that tells them the best table in which to seat the guests. The solution can also be integrated with a restaurant's preferred paging system.

- Texas Roadhouse was able to increase staff productivity
- Guest satisfaction was increased which improved the overall guest experience

RESULTS

Since implementing Aloha Guest Manager in September 2007, Texas Roadhouse has seen many significant operational benefits. With the ability to seat tables more quickly and efficiently, Texas Roadhouse has been able to increase staff productivity and ensure that the guest experience is not compromised, but enhanced. Texas Roadhouse managers are able to better manage activity on the floor through

proactively monitoring tables with real time status updates from the POS and remote devices. Managers can also spend time with VIP guests and quickly locate them on the floor view in the system. Host productivity has increased with the use of on-screen dashboards updating real-time statistics on waiting and seated parties. Overall, Aloha Guest Manager allows unprecedented table management capabilities with a high degree of integration to the store system while maintaining simple systems management.



FOR MORE INFORMATION, PLEASE VISIT US AT
WWW.RADIANTSYSTEMS.COM OR CONTACT US AT 800.794.RADS

ADELAIDE • ATLANTA • DALLAS • DENVER • LONDON • LOS ANGELES • MELBOURNE • MEMPHIS • PRAGUE • SALZBURG • SINGAPORE

