Wireless waiters speed up service at Muthu's Curry

"For restaurants, every second counts as hungry customers wait to be seated and served. We want our customers to not only enjoy great food but also experience superior service. Motorola's products with the MICROS POS solution have made that possible."

- Mr Visvanaath A, CEO,
Muthu's Curry

Company Overview

Muthu's Curry restaurant first opened in 1969, Singapore, as a small coffee shop and has grown to become a major tourist attraction with a reputation for fantastic food. Serving great food on time is essential to Muthu's Curry and it prides itself on being able to deliver outstanding customer service.

The Challenge: Improving customer service through efficient and seamless sharing of information

The main Muthu's Curry restaurant along Race Course road, Singapore, has a capacity of 350 seats and serves an average of 350 customers each day. With an impeccable 38-year record built on great food and service, Muthu's Curry faced a big challenge in maintaining its reputation in the light of an ever more frenetic kitchen and greater competition. Streamlining the ordering process was seen as a way for Muthu's Curry to maintain its status.

Muthu's Curry wanted a system that allows its serving staff to record orders and transmit them to the kitchen wirelessly without having to return to the kitchen. By eliminating error-prone handwritten orders and duplicative entries at wait stations, Muthu's Curry aimed to increase productivity while reducing unnecessary traffic to and from its kitchen, hence creating a calmer and a more efficient restaurant.

"The time a customer waits can easily sway his or her opinion of a restaurant and its service. Our business philosophy - "It's never enough" - has been driving us to find new ways to improve our customers' dining experience. Great food needs to be fresh and even the experience of tasting the best fish head curry in Singapore can be ruined by a 45 minute wait time for an entrée, or even longer for the bill," explained Visvanaath A, CEO, Muthu's Curry.

Customer Profile

Company
Muthu's Curry

Location
Singapore

Industry
Hospitality, Restaurant

Products
Motorola MC50 Enterprise Digital Assistant, AP-4131 access points

Partner
MICROS Systems Inc.

Solution

Staff takes orders using the MC50 and transmits them wirelessly to any of the five kitchen or bar printers. The data captured is then integrated into the MICROS RES 3000 system, allowing seamless transfer across the restaurant

Benefits

- Faster and more efficient ordering system that gives a better customer experience
- Efficient communication across the restaurant between wait-staff, kitchen, billing system
- Real time access to information which means staff can get the information they need immediately
- Greater accuracy and less time spent taking orders

Almost three-quarters of successful restaurant sales come from repeat customers. "Our earlier point-of-sale (POS) systems were not able to provide the reliability and consistency that we require," added Visvanaath.

Muthu's Curry also needed to monitor information from its other restaurants and consolidate data in one place to get a single view of all the operations.

The Solution: Real-time access to information and validation of orders using Motorola MC50 Enterprise Digital Assistants (EDA)

Muthu's Curry restaurants are now equipped with the very latest POS technology. The Restaurant Enterprise Solution (RES) 3000 system, from Motorola's global partner MICROS, is designed to run on Motorola MC50 EDAs and provides the consistent performance they need.

Staff can now take orders using the MC50 EDAs and transmit them wirelessly to any of the five kitchen or bar printers using Motorola AP-4131 access points. This saves time by not having to write orders and return to a fixed terminal to key them in. It also increases efficiency as staff move from one table to another, continuing to take orders and transferring them seamlessly. The data captured through the MC50s is then integrated into the MICROS RES 3000 system, allowing seamless transfer across the restaurant.

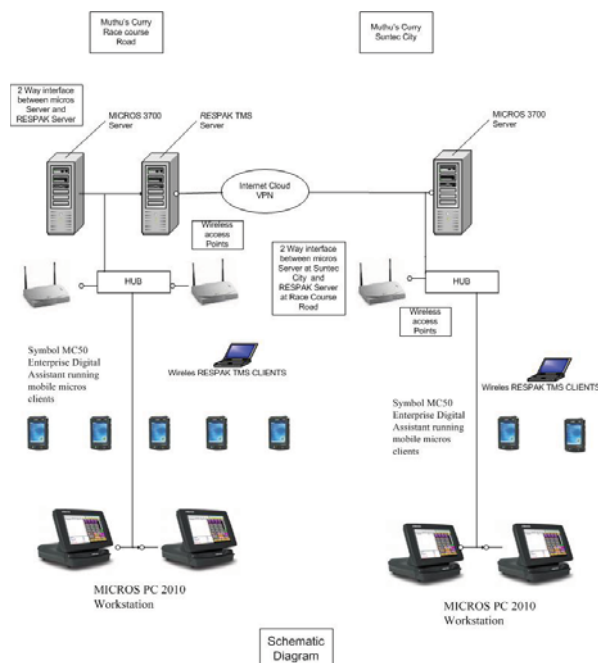Motorola MC50 EDAs allow immediate access to the most current enterprise information, using both voice and data communications on a single device. It combines mobile computing, data capture, voice over IP and wireless networking into a durable device.

"The MICROS 3000 POS system is installed with a touch screen terminal and when used with Motorola MC50 EDAs running on Mobile MICROS, it connects wirelessly to a MICROS application server through two Motorola access points, thereby providing the best functionality, scalability and interface with third party applications that I have seen, " said Visvanaath.

The Benefits: Real-time tracking, improved productivity and enhanced customer satisfaction

The whole system can update the status of a table wirelessly and instantly. The data can include meal course served, bill printed, bill paid and more. This helps staff to have a bird's eye view of what is happening at each and every table, take reservations on waitlist and have faster turnaround times.

Muthu's Curry has also integrated the MC50 EDAs with ResPAK booking. This keeps track of reservations and helps automate monitoring, payment status and all the details for guests. Managers can then choose from over 150 standard report templates or generate custom reports using Seagate Crystal Reports, Microsoft Excel and other programs. Muthu's Curry uses this to get better financial control and return on investment.

Schematic Diagram

MOTOROLA