



Improving employee and customer engagement through PAR hardware and software solutions.

Hooters Singapore, The Fun American Neighborhood Restaurant, opened December 1996 in Clarke Quay, the premier entertainment and dining hub in the lion city. Hooters Singapore is the very first international Hooters franchise restaurant outside of North America. Taking up a spacious 6,000 sq. ft. at Clarke Quay alongside the historic Singapore River, the iconic restaurant now seats 300 guests. The concept is casual, laid-back with a fun ambiance that invites different types of patrons. Hooters Singapore offers outdoor seating to enjoy Singapore's prominent historical attraction, Singapore River.

solution overview

- ✓ **Industry:** Food & Beverage - TSR
- ✓ **POS Software:** PAR PixelPoint® POS
- ✓ **POS Hardware:** 3 PAR EverServ® ES7700s
9 PAR Tablets
- ✓ **Installation Services:** Yes
- ✓ **Maintenance Services:** Yes

challenge

Hooters Singapore recognized an opportunity to optimize their customer engagement and create a better overall patron experience through POS technology upgrades and investments. Several areas were identified for improvement including: customer speed of service, efficiency, flexibility, scalability, system reliability, and expansion capabilities. Mobile ordering was a critical requirement for the technology refresh, to reduce order entry time and better serve patrons.

Working within an aggressive project schedule to meet the demands of re-opening and a newly remodeled facility, a local POS provider needed to be able to implement without delay.

solution

In June 2016, the grand re-opening and 20th anniversary of Hooters Singapore launched two PAR EverServ® terminals and nine PAR tablets powered by PAR's PixelPoint® software, which allows for simple to manage table assignment and server flow, access to sales and other key metrics from a mobile dashboard.

Implementation of the new system took one week, meeting the aggressive project timeline. PAR engineers managed the project from menu setup, software staging, delivery, installation, testing, and the commission of the entire POS system.

results

Ease of Use

Simplified front of house and back of house operations, creating better lines of communication.

Live Metrics

Access to additional standard reports, for either scheduling or emailing. Improving business decisions for both FOH and BOH operations.

Customer experience

The use of tablets for mobile ordering has improved customer and employee engagement, allowing for quicker order processing and more efficient server flow.

"Responsive and fast technical service team, always catering to the customer needs with ability to customize our reports."

- Sam Suari, Asst. General Manager, Hooters Singapore



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