

How TouchBistro Helped a Growing Full Service Restaurant Increase Sales by 37%



The Peached Tortilla: Restaurant Beginnings

Executive chef and founder Eric Silverstein is passionate about growing his business. In 2018, he added a new airport location, promotions with OpenTable, participation in Austin restaurant week, and tableside ordering with TouchBistro.

STARTED IN

2009

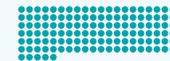
FOOD TYPE

Asian-Southern fare

SIZE



74 Seats *The Peached Tortilla*



125 Seats *Bar Peached*

LOCATION



Austin, Texas

VENUE TYPE

- 2 full service restaurants
- 1 quick service restaurant
- 2 food trucks
- Event space
- Commissary kitchen

NUMBER OF MOBILE POS iPADS



4 iPads *The Peached Tortilla*



4 iPads *Bar Peached*

PROBLEM

- Servers punched in multiple orders at once
- Long wait times for food
- Kitchen overwhelmed by waves of tickets
- Poor customer experience

SOLUTION

TouchBistro tableside ordering

OUTCOME

INCREASED SALES

- Summer sales went up by 37%
(August YOY)
- Fall sales went up by 24%
(October YOY)

- Turns tables faster, more efficiently
- Gains more return business from better customer experience

IMPROVED SERVICE

“Tableside ordering gives you a better opportunity to really connect with your guest. Being able to send and get drinks started while still getting to know them not only improves ticket times, but their drink could hit the table before you even walk away.”

-Jenna P., General Manager at The Peached Tortilla

- Gives diners a smoother experience with fewer errors
- Staggers orders to the kitchen, so food gets out faster

Growing Pains: Stacking Orders

“Before we offered tableside ordering, servers would have to take an order, write it down, and then go to one of the POS iPads,” Eric says. That meant servers tended to stack orders, taking everyone’s order in their section, then going to the POS station and punching in four table’s orders at once.

“The kitchen got all those orders at the same time. And, if multiple servers were stacking tickets because we just sat a whole restaurant at once, we got waves of tickets and the kitchen couldn’t keep up,” Eric says. “Then that becomes longer ticket times and a poor experience for customers.”



Tableside Ordering to the Rescue

Eric introduced tableside ordering with mobile iPads from TouchBistro and immediately saw benefits. “One, it allows us to give a better dining experience which yields more return business. And two, it boosts our efficiency and allows us to run a better operation, honestly,” he says.

Tableside ordering allows servers to get orders in faster, which helps the kitchen get food out faster because tickets aren’t coming in all at once. “And there’s less room for error when you’re just punching in an order right then and there. Servers forget things. They’re human,” says Eric.

The Impact of a Mobile POS

After implementing tableside ordering in August of 2018, Eric saw The Peached Tortilla’s **sales increased by 37%** over last year. And, in the fall when sales typically decline due to football season, **year-over-year sales were still up by 24%**. Other initiatives like the new airport location also contributed to this boost.

“My restaurant is not that big and tableside has been useful,” he says. “I would think the bigger your restaurant, the more impact it would make because the distance to the POS stations would be greater.”

Sales increased by 37%

