

# A Well Connected Hostess

Get precision times and turns with real-time visibility into the dining room and kitchen

**B**eyond question, the ability to turn tables in a timely, efficient manner plays a critical role when it comes to sustaining successful and profitable restaurant operations.

But this aspect alone isn't enough to attract and retain guests. In response, a rising number of operators are seeking to empower their hostess stations with increased visibility into both front-of-house and kitchen operations. By gaining robust visibility across the dining room and the kitchen, operators are able to generate more accurate wait times, respond to changes on the fly, and better manage the entire guest experience.

Brian Pearson, vice president of information systems for BJ's Restaurants, understands the importance of a well-connected hostess station. "Our hosts play a critical role in beginning our guests' experience; we feel that deserves nothing less than a fanatical focus on hospitality and efficiency," says Pearson, whose 60-plus restaurant chain is consistently growing by 20 percent to 25 percent annually. Pearson counts on the ConnectSmart Hostess solution from QSR Automations to do the job. "The ConnectSmart Hostess solution also enables us to analyze information from the kitchen and dining room in order to make more informed business decisions."

## Know your operations

ConnectSmart Hostess breaks each meal into six stages. Operators feed the system historical data to determine how long it takes guests, on average, to eat a meal based on the day of the week of their visit, the time of the day and party sizes. The solution transforms this historical data into actionable, real-time insight by tracking current dining room and kitchen activity to know when each table is expected to turn. If a party of four arrives on a Friday at peak dinner time, for example, ConnectSmart Hostess understands when the next table is available that meets the party's size and preferences. Taking table turns to an even higher level of accuracy, ConnectSmart Hostess is able

to adjust to unexpected changes in wait times, such as when a guest sends back a steak that was overcooked, thereby increasing that table's turn by 15 minutes.

## Know your guests

With a unique and easy-to-use graphical interface, the customizable ConnectSmart Hostess also allows users to more accurately collect critical party details and seating preferences. Additionally, intuitive status icons show every event as it happens, such as when a table is seated, a rush order is sent to the kitchen or a check is received. Operators also have the option to use the entire real estate of the main screen to display the

floor layout, or split the screen to view the floor layout and wait list at the same time.

ConnectSmart Hostess also captures critical data around guest preferences, items ordered, special events (including birthdays and anniversaries), seating statistics, and table turn data, as well as the timing between each phase of the guest experience. A configurable dynam-

ic dashboard and real-time reports ensure operators can monitor guest and seating statuses as well as key metrics right from the table management view.

In addition to its powerful interface and robust feature set, the XML-based ConnectSmart Hostess offers an event driven architecture that also provides high performance, reliability, and scalability, while ensuring that operators can easily and cost-effectively manage remote deployments.

Are you ready to attract and retain more guests? ConnectSmart Hostess can do the heavy lifting by focusing all activities around the guest. And by connecting front of house operations with the kitchen, you'll be in the prime position to take the guest experience to the next level.

**"The ConnectSmart Hostess solution enables us to analyze information from the kitchen and dining room in order to make more informed business decisions."**

**Brian Pearson, Vice President of Information Systems, BJ's Restaurants**



502.297.0221  
 qsr@qsrautomations.com  
 www.qsrautomations.com