

Miller's Ale House Turns Up Volume and Quality with ConnectSmart

With 54 locations across the southeast — and a growing presence in cities with large sports venues like New York and Las Vegas — Miller's Ale House (www.millersalehouse.com) serves high volumes of its proprietary "Zingers®" (boneless chicken wings coated in a choice of sauces) as well as steaks, original pasta dishes, fresh seafood, healthy salads and robust sandwiches to a wide variety of customers. The popular restaurant chain's winning combination of "food quality, freshness and value" means its kitchens must run smoothly to keep pace with demand and revenue objectives, according to Glenn Brown, IT Director, Miller's Ale House.

"Miller's is known for providing high value for the dollar, so our large kitchens, which typically operate eight stations, manage an extraordinary amount of product. In addition, we have a very diverse menu and clientele that includes seniors, families, sports bar and late night crowds. Our kitchens must run at optimal performance at all times to ensure food quality, customer satisfaction and profitability."

The Secret to Kitchen Success

To help satiate the Ale House fan-base appetite for quality and value, Miller's is investing in powerful technology solutions from QSR Automations (www.qsrautomations.com). At the heart of Miller's kitchen strategy is QSR's ConnectSmart Kitchen (CSK) graphical kitchen display software.

The CSK enables restaurant businesses of all sizes and concepts to maximize productivity, profit and guest delight with the ability to customize each kitchen display through extensive routing options and definable display attributes for items and orders, as well as access to real-time and historical speed of service data. By displaying menu items at specific preparation stations based on cook times so that all items for an order complete together, table service operators enhance quality, efficiency and training. The powerful CSK answers even the most complex routing needs, which is key for Miller's wide assortment of menu items.

Already installed in half of its locations, with the intent to complete all restaurants in 2011, Brown says Miller's uses the CSK to enable more controls in the kitchen and for better timing. And the

CSK's graphical capabilities, which allow definable colors, fonts and font formatting, make the user interface "dead on simple."

"QSR's CSK is extremely customizable and flexible. The timing and tracking has streamlined the processes in our busy kitchens, and has helped us incredibly to drive quality."

Timing is Everything

By automating the kitchen with the CSK, versus having a highly paid person shouldered with manual timing and calling out items, Miller's can now ensure the simultaneous finishing of all items on an order, thus adding to food quality and reducing missing items.

"Our meal pacing has improved greatly — we no longer have entrees coming out too quickly behind salads, and we can better handle the huge demand for our Zingers, which are managed across two kitchen stations. Additionally, food comps have dropped significantly from the quality and accuracy gains. And our kitchens are far less stressful, allowing even more time to focus on quality."

"QSR's CSK is extremely customizable and flexible. The timing and tracking has streamlined the processes in our busy kitchens, and has helped us incredibly to drive quality."

GLENN BROWN, IT DIRECTOR, MILLER'S ALE HOUSE

Talking IT

Helping the lean IT team continue to successfully provide support, Miller's will make use of QSR's ConnectSmart ControlPoint Enterprise solution, which enables quick configuration, advanced real-time diagnostics and the ability to easily perform updates and changes without the requirement to physically touch the devices. Empowered by the centralized control and plug-and-play environment provided by ControlPoint Enterprise as well as QSR's highly reliable kitchen display hardware, the Miller's IT team can easily conduct their own hardware support and depot maintenance.

Brown said he also looks forward to leveraging additional QSR connected solutions, including the ConnectSmart TeamAssist database driven recipe viewer solution. Additionally, QSR offers fully integrated table management capabilities, connecting the front-of-house with a powerfully automated kitchen.

"QSR studied our operations and offered help and feedback every step of the way. And with their robust solution line, QSR is not just a technology vendor; they are a valued Miller's partner." ■



502.297.0221
qsr@qsrautomations.com
www.qsrautomations.com