

California's legendary Stacks' restaurant turns to new write-on technology

Stacks' Restaurant, the legendary California breakfast diner is famous for serving breakfast and lunch with a warm, hands-on, personal hospitality. "Our reputation has been built on the diversity of our food as well as the quality of our service," says Stacks' assistant manager Monika Kohn. "We're in the breakfast and lunch industry so speed and efficiency are paramount to our success."

Always looking to improve the operation, Stacks' management team has recently installed the next generation in restaurant service, a "digital pad and pencil" from ASI called the Write-On Handheld. The Write-On Handheld is a wireless point-of-sale (POS) system that enables Stacks' renowned staff to serve guests more quickly and enhances the level of tableside service.

The patented Write-On Handheld is the only wireless POS system on the market that takes full advantage of the handwriting recognition capabilities built into the operating systems of pocket PCs. It is as easy-to-use as a pencil and pad with all the recognized benefits of automated order entry. The application, developed by ASI, effectively handles large menus while enhancing customer service. Unlike other handheld systems that employ a touch-button approach which can be cumbersome for use at tableside, the simple and intuitive Write-On Handheld allows a server to pay full attention to his or her customers while discreetly writing down their order.

"Before we adopted this technology, our servers were constantly running between the stationary touch screens and their tables," says Stacks' assistant manager Monika Kohn. "Now, our servers can take and send orders tableside, allowing them to spend more time focusing on our guests' needs." Kohn continues, "Furthermore, the Write-On Handheld allows my servers to keep track of our extensive menu plus ever-changing daily specials and puts information about ingredients and recipes at their fingertips—literally. All of this, combined with the ability to let me view

up-to-the-minute operational information, is a win-win for everyone!"

"The Write-On Handheld is great! It is extremely simple to use and allows me to send orders right from my table," says Simone Sarracino, a server for Stacks'. "I avoid the lines at stationary touch screens

and have more time to concentrate on my customers' needs. I am able to handle more tables and my tips have increased—it's great."

"With most technological advancements one must weigh the costs and benefits to the company and staff," says Stacks'

co-owner Geoffrey Swenson. "With the Write-On Handheld there have been only positives. Our guests are pleased with our enhanced service and our servers are thrilled with the discreetness of the product. The Write-On Handheld has delivered all that it promised and more." *HN*