



Hartford Restaurant Group

An NCR Case Study



“Once you understand how the NCR Aloha solution works within your operations and see how much it can help drive top-line growth and increase bottom-line profits, it is an investment that just makes sense.”

Phil Barnett: Partner, Hartford Restaurant Group

The customer

Hartford Restaurant Group was developed by four friends in 2002 in Hartford, Connecticut. Today, the group owns and operates four concepts with eight locations including Agave Grill, Wood-n-Tap Bar & Grill, Vaughan’s Public House and TD Homer’s Sports Grill. All four concepts are unique and extremely popular that continues to grow and have helped put Hartford’s culinary scene on the map.

The challenge

Hartford Restaurant Group was an existing user of the NCR Aloha table service point-of-sale and stored value applications for all of its restaurants, but the group knew it could be doing more to better manage databases and create targeted marketing and loyalty programs with all the restaurant technology currently available. Like many restaurant owners, it can be difficult to understand the true value that restaurant technology can provide to their business as well as learn which applications best serve their needs.

The solution

Phil Barnett, a partner in Hartford Restaurant Group, turned to CCR Data Systems, his local authorized NCR Aloha reseller, to find more information on his restaurant technology options. “Once I understood how the NCR database management, loyalty, loss prevention and back office applications worked together and how it could provide more value for us than selecting multiple third-party vendors, it was a no-brainer to build upon our current NCR Aloha solution,” said Barnett. Hartford Restaurant Group decided to implement additional components of the NCR Aloha solution into each of its eight restaurants.

NCR Aloha Loyalty application allows the group to create targeted marketing programs for its customers, which add more value to the guest experience while increasing revenue and stimulating repeat business. With NCR Aloha Loyalty application, customers can check their loyalty status or update personal information on the restaurant’s Web site, which the group can then analyze for future marketing initiatives. NCR Aloha above-store reporting helps Hartford Restaurant

Group better control and reduce food and labor costs with real-time measurements and increased visibility of inefficiencies. In addition, the NCR Aloha site and systems management applications allow them to manage site systems in a highly-secure environment, helping control settings, prices and menu items across all sites from any remote location. Furthermore, the NCR Aloha Restaurant Guard's one-of-a-kind employee theft deterrent capabilities of NCR Aloha monitor all employee transactions on the point of sale and provide detailed reports of potential employee scams and fraudulent activity that could be taking place in restaurants.

The results

Since implementing its new technology solution, Hartford Restaurant Group has seen many improvements in customer service, server productivity and database management. NCR Aloha Restaurant Guard enabled the restaurant group to catch multiple servers who all confessed to running scams within its restaurants – one employee alone stole more than \$7,000. They have now gained insight into their strongest and weakest servers with the application's user-friendly server summary reports.

The group's new database management tools helped them learn about pricing differences between identical menu items at its restaurants. For example, if the group charges \$2.29 for a bottomless cup of coffee, but some locations failed to update its systems and were charging as low as \$1.75, this added up to hundreds of dollars in lost revenue. "Once you understand how the NCR Aloha solution works within your operations and see how much it can help drive top-line growth and increase bottom-line profits, it is an investment that just makes sense," said Barnett. "The loss of revenue we were experiencing from employee theft and from pricing discrepancies across our restaurants will easily offset the investment we made in the NCR Aloha solution within one year."

Key Highlights

Location: Hartford, Connecticut

NCR Aloha Technology Solution:

- Point-of-sale hardware
- Table service point-of-sale
- Loyalty and stored value
- Above-store reporting
- Loss prevention
- Site and systems management applications

Partner: CCR Data Systems

Results:

- Discovered price variations of like items
- Caught employee scams and other fraudulent activity
- Increased control of food and labor costs
- Developed loyalty program for use at all sites



EBXXXXXX-XXX

NCR Corporation

3097 Satellite Boulevard
Duluth, Georgia 30096
USA

www.ncr.com