

Lucy's Seafood Kitchen – A hardworking family plus a dash of Cajun spice yields the perfect recipe for an award-winning restaurant

THE COMPANY

Lucy's Seafood Kitchen is a casual family-owned seafood restaurant. Established in 1996 by Lucy & Len Little, today Lucy's Seafood Kitchen has grown to four locations, of which the Mississauga location has been voted favourite seafood restaurant for eight consecutive years.

THE CHALLENGE

The number one objective for any restaurant is providing excellent customer service, and the final step in the dining experience – payment – can often be the deal breaker. Lucy's Seafood Kitchen found that lengthy wait times for credit card payments and trips to an inconveniently located point-of-sale terminal to pay by debit was leaving a bad taste in their customers' mouths, despite having just finished a delicious meal. Also, because customers had to write their gratuity on their paper receipt, there was room for addition errors – both by the customer and the server.

THE SOLUTION:

The Moneris Mobile 8200: Ideal for restaurateurs and retail merchants who would like to enhance customer service by giving patrons the option to pay from anywhere inside – or within close proximity – to their establishment. Lucy's Seafood Kitchen currently uses five Mobile 8200 terminals per location.

A wireless handheld unit allows restaurants to remove unnecessary steps, and errors, from their payment process. Credit pre-authorizations are eliminated as patrons use the Mobile 8200 to add gratuity to their final bill amount, reducing the chance of addition errors. This also increases staff productivity as they no longer have to make several trips to a central payment station to complete a transaction. The Mobile Mobile 8200 gives customers the power to pay by debit right at the table. In only seconds a card can be authorized, gratuity can be entered, and a receipt can be presented.

THE RESULTS

"Moneris' Mobile 8200 brings many benefits to the table, both literally and figuratively speaking," says Kim Barter, Managing Partner at Lucy's Dundas Street West location. "With the removal of credit pre-authorizations, we've experienced labour savings of at least 20 hours per week. And by bringing debit directly to the customer, we've increased our level of service and eliminated the line of patrons that used to form at the central payment station."

Barter says the small increase in rental fees for the Mobile 8200 is offset by decreased labour costs, increased revenue and improved customer service.

The Mobile 8200 has also cut checkout times for large parties in half. Previously, it could take up to 30 minutes to settle the bill for a party of 15-20 people, plus it was difficult to keep track of multiple credit cards. The Mobile 8200 simplifies this process as multiple terminals are brought to the table and separate bills are settled simultaneously.

Installing more than one device per location was simple – the scalability of the solution allowed Lucy's to easily add several terminals to the existing set-up. And since they no longer require a datapac communication line, they save \$110 per month per location.

"To fully maximize the benefits of wireless terminals, restaurant owners should consider using several devices per location," says Barter. "In fact, we're even using the Mobile 8200 to run our Moneris gift card program. Customers simply swipe their gift card to settle the bill and a receipt is printed showing the remaining balance on the card."



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MANAGING PARTNER, LUCY'S
DUNDAS STREET WEST LOCATION

