



Mini Case Study



STAR CINEMA GRILL

“Table Genie helps us serve guests quickly and in order, reduce labor, and minimize disruptions. I would recommend this solution to anyone.”

*– Omar Kahn
President,
Star Cinema Grill*

INDUSTRY: Dinner Theater

PRODUCT(S):

- Table Genie
- Push For Service System



CLIENT PROFILE

STAR CINEMA GRILL

Star Cinema Grill is a dinner theater chain that provides a full menu as well as drinks from the bar while patrons watch first run movie releases. Combining these two entertainment venues, Star Cinema’s goal is to provide the best experience possible to each and every guest.

CHALLENGE

Star Cinema Grill faced several hurdles in their efforts to provide the level of service to make each customer experience outstanding. They knew they had to provide a way for dining guests to request service with minimal disruption to the movie. Initially, Star Cinema Grill had implemented a simple light system that enabled guests to activate a small light when service was needed. This worked marginally but presented some issues. First, they had trouble serving guests in the proper order which affected response times. Second, efficiency suffered due to the extra labor required to check each row every few minutes for service lights. Third, while wanting to serve guests during movies, staff were creating too many distractions by walking the aisles during show times checking for activated lights.

SOLUTION

Star Cinema Grill chose the Table Genie system by Long Range Systems to allow guests to wirelessly request service with the push of a button. A push button Table Genie unit was placed at each table. When pressed, the unit wirelessly sends a message which is displayed on the Touch Screen Monitor. Each request is displayed in the order it was received. A timer is also started allowing servers to view how long guests have been waiting. When a server responds to a request, they perform a sequence of button presses on the Table Genie to clear the request from the screen and stop the timer. The data for that request is then stored for future reporting.

System Components

- Table Genie Units
- Touch Screen Monitor
- T7501 Transmitter

INCREASING OPERATIONAL EFFICIENCY

Service Sequence

“With our simple light system, we just couldn’t tell who requested service first and that was a big issue for us in serving guests quickly and keeping them happy.” comments Omar Khan, President of Star Cinema Grill, “Guests become frustrated quickly when the button they pushed 5 minutes ago gets answered after the one that was pushed only seconds ago.” With the Table Genie, each request is displayed on the Table Genie Monitor in the order it was requested. A timer begins and requests are color coded to show how long they’ve been waiting. Star Cinema is now able to serve guests in order which improves their speed of service and customer satisfaction.

Labor Reduction

With Table Genie, Cinema Star Grill has experienced a reduction in labor requirements. Under the old light system, servers were required to walk up and down the aisles looking for activated lights. "The Table Genie reduced the number of servers required to service a theater. Over a period of time, this alone will pay for the system." states Kahn.

Minimized Interruptions

One of the greatest challenges of the wait staff is to keep disruptions of the movie to a minimum while providing superior service. "Being a dinner theater means distractions are inevitable, but with the wireless notification, we've minimized how much a server walks up and down the aisle." remarks Kahn, "They can pinpoint where service is needed, when it's needed - no more up and down the aisles checking for lights and no more unnecessary interruptions."

Reporting - Improved Server Performance

The Table Genie features reporting that enables the management team at Star Cinema Grill to view the servers response times. The reporting allows them to review performance levels and work with servers whose response times are missing the mark. By making sure servers are responding quickly Star Cinema is ensuring guests are being served quickly and walking away satisfied.

Business Benefits Summary

- **Customers are served in the correct order reducing service time and increasing customer satisfaction**
- **Increased server efficiency reduces labor requirements**
- **Improved guest experience with minimized distractions**
- **Weak server performance is easily identified so training and coaching can be given for improvement**



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