

caseSTUDY

“ We have had a FULL return on our investment for the installation and a full year of fees from just ONE busy night, moving from a variance of 20% the week before we notified staff to just 3% the week after. The system worked from day one, the support from the Bevnet team was immediate when needed and most importantly the cost was amazingly low. No hassle, easy to use, low cost and immediate ROI.”

JACOB G. WRIGHT, QUAKER STEAK & LUBE, SYRACUSE NY

situation

- + Did not have a fully automated system to calculate actual quantity of draft poured compared to quantity sold from Aloha
- + Accurate pin-point data on draft beer losses and performance was not readily available
- + Bar staff were incorrectly ringing up draft beer specials and promotions on Aloha
- + Average Draft Beer Losses were -20%

solution

- + Implemented USBN solution and collected data for 3 weeks without informing staff
- + Owner and GM received automatic email reports on exactly what the losses were, when and on what products
- + Notified staff that system was in place and that they would be held accountable for draft beer performance going forward

result

- + Within days of informing staff, daily draft beer losses went from -20% to -3% which translated into \$2000 in revenue recaptured on 1 busy night
- + Bar staff were now accurately ringing up the correct beers and sizes on Aloha
- + Draft Beer Specials and Promos were now being accounted for and rung up on aloha correctly
- + Easy to use web interface and automated reporting now allows management to easily manage the entire category and keep losses down, consistently



company

Quaker Steak and Lube franchisee located in Syracuse, NY

locations

30 Locations throughout the US

draft lines

24-36 Lines per store

pos system

Aloha

customer since

May 2008

www.quakersteakandlube.com