



Fatwood Barbeque, a restaurant in Alamogordo, NM with both a brick-and-mortar location and a food truck, offers customers a unique experience on the Holloman Air Force Base featuring their classic barbeque with a New Mexico twist

Challenge

Fatwood was consistently faced with a bottleneck line of customers coming to the truck to place their orders. Like many other food trucks, the Fatwood team would relay orders by shouting to each other, making order management complicated as the volume increased. Improving employee efficiency and customer satisfaction was their top concern, as was to ensure that staff members could manage large numbers of orders to increase revenue.

The Solution

"I'm a huge believer in speed and efficiency in the food business and that's what I wanted for the POS," says David Quinlan, Owner of Fatwood Barbeque. Using Addmi's QR code self-serve ordering solution, customers are now able to place orders by scanning the QR code on the truck. They then receive order confirmation texts and a wait time, and then receive a text notification when their order is ready to be picked up at the truck. This system also reduces the need for customers to crowd around the truck waiting for their order, so new orders can be placed and picked up easily.

By choosing the Star Micronics TSP143III with a USB connection to a cellular iPad for the POS, Fatwood can use their printer without requiring network connectivity, which makes operating a food truck much easier and the ordering system very reliable.

The install took less than 5 minutes and training on the system was minimal as a result of Addmi's intuitive software interface. Fatwood BBQ customers can now walk up to order on the POS or place orders on their smartphones from a QR code on the truck. Self-serve orders reduce errors and boost efficiency in the truck. As a bonus, staff tips have increased by over 100%, and the staff has asked management to never change from using Addmi!

Results

The addition of Addmi point of sale system provided Fatwood customers the option to place orders online or by scanning the QR code on the truck. The Fatwood staff's productivity increased, and customers get their orders faster without needing to stand waiting by the truck, which boosts customer satisfaction. Plus, return customers are automatically entered into Fatwood's loyalty program. With Addmi, Fatwood Barbeque has been able to drive \$1,000-\$1,400 in sales in only 2 hours with only 2 people working the truck. Tips increased as did repeat customers.