Operational Magic

HOW THE RIGHT POS TECHNOLOGY POWERS LARGE-SCALE, HIGH-IMPACT GUEST EXPERIENCES

SQUIRREL

For hotels & resorts,

casinos, stadiums, and other large-scale entertainment or leisure enterprises, staging a fantastic guest experience is like staging a fantastic show. Your 'audience' shouldn't be aware of the kitchen snafus, staff shortages, or bungled orders that come with the territory. Nothing about what happens 'backstage' should distract from their experience.

As leisure and entertainment hosts, you've got to figure out how to make the experience you deliver, magical—to prolong guests' feelings of celebration, exclusiveness, or decadence. Then you've got to capitalize on it.

"Flexibility of the system is paramount. The integration into our PMS has been extremely efficient." — Rob Hood, Corporate F&B Manager, Atlific Hotel Group

ON THE FLOOR: YOUR GUEST EXPERIENCE + A PARTNER MINDSET

Consider the various stages of your property, from room service to stadium shows. We do. When we begin, we explore together through a new lens:

- How do customers choose what they want and ask for it? What are the friction points? What are the gaps?

- How much dead time is embedded in the back-and-forth of your servers? What if that dead time were reassigned as make-customers-happy time?

- If you could cover the floor every day for less money without servers or customers feeling squeezed, how would that impact your bottom line?

- How might a 24/7 yes-we-can, skin-in-the-game technology partner impact how you refine the flow of your operation?

We've designed, iterated, and perfected every aspect of our POS technology by partnering, sleeves-rolled-up, in the success of operations just like yours. Over the past thirty years, we've observed a few key principles and non-negotiables in your daily flow of people, purchases, experiences, and profits:

1. The best guest experiences happen when you make running your business look easy.

This means fast, attentive service no matter where guests may be on your property, no matter what time of day it is, and no matter how complex your staffing or operational logistics.

Behind the scenes, you'll need:

- Technology that helps staff deliver consistently fantastic guest experiences every day, at every hour, and in every possible corner of your operation—from a lunch counter or room service to raucous bars, scenic patios, banquets and events for thousands, or fine dining for two

- Mobile devices for tableside ordering on patios, poolside, or stadiums (anywhere with a large ordering footprint), keeping server attention on guests instead of on running back and forth to the kitchen or bar

- The ability to add more terminals or tablets to maintain a high-level of service as your volume of staff, guests, properties, or outlets grow

- An easy-to-use 'fast-track' ordering system so servers spend less time entering or splitting checks

- Smooth rollover of staff, guests, orders, or inventory for 24-hour properties

"Guests should only experience our best. They shouldn't even be aware of back-of-house logistics, challenges, or hiccups..."

2. Your POS partner should show up on your terms, not theirs. You need to feel like they're willing to go to bat for your business.

Too much technology makes too many empty promises. The unique pressures hospitality enterprises face mean your POS partner needs to do more than dump hardware or software and then disappear when things go south during your peak season. Your business is always 'on', all the time. Your POS technology partner should be, too.

:Behind the scenes, you'll need:

- The features and functionality of a deeply-established, industry-proven solution plus the undivided attention of a non-goliath, deeply specialized solution provider

- A dedicated account manager who understands your specific operation, backed by a 24/7 Solution Center

- A go-to team of experts designed to enhance the knowledge and skills of your own IT team as-needed

- A POS partner set up to enable and celebrate your operation, with each touchpoint across sales, implementation, support, or ongoing management seamlessly connected—much like your own guest experiences should be—to share your operational concerns and successes with you

"We need a partner who shows up with as much vitality, attention, and energy as we do…"

- Industry-leading response and resolution times

- Industry-leading rates of customer happiness per-resolved-issue*

- Failsafe options to maximize your system's up-time, with proactive system monitoring that automatically alerts the Solution Center of issues (often before you even notice there's a problem)

- Optional off-site data backups

* Our customers rate our per-issue resolution an average of 4.8/5.0. We're proud of it.

3. You can do more than trim costs here and there. You can learn why what—and you can take action to operate better.

No one knows your business better than you do—and quantitative information confirms hunches and clarifies what works best. In such a tight competitive field, leisure & entertainment operations need granular and meaningful numbers to paint a picture of where you are and where you're going.

"We need more than just a POS. We need to see our growth path with hard data..."

Behind the scenes, you'll need:

- A POS system that consolidates and manages multiple revenue centers, capturing insight about every guest experience across your property

- Integration with third-party solutions of your choice, giving you a limitless field of options for CRM, property management, labor management, beverage controls, inventory management, video surveillance, or guest apps

- Reporting tools to monitor sales, staffing levels, peak seasons and shifts, special offer response rates, table turns, and more, informing business decisions with a balanced, quantified approach to best-service / best-profitability

Beyond cogs and wheels: feeling the love

Competitively speaking, this industry is a pressure-cooker. A partner as mission-critical as your point-of-sale should be in it with you—responding fast when you need help, never leaving your IT team to its own devices, and fitting your technology to the unique needs and challenges of your business (rather than the other way around).

We understand the point-of-sale, but more important: our people are as open and value-add as our API. We'd never lock you into pre-set modules (you're not a pre-set business). We'd never limit you in your most important choices (the best ambitions need best-of-breed).

And when you need us, we'll be there—always on-hand to help you make the most of the day. Just like you do for your guests.

Work smarter. Stage innovation with Squirrel.

At Squirrel, we've led food + hospitality enterprises to work smarter since the very infancy of the digital age. We understand the impact of rising labor costs on your long-term business viability. We understand the market pressures on all kinds of operations, from high-volume to fine dining or mom-and-pop. And we know how to navigate through it all to a better way.

With a smooth digital flow for servers and guests, protect the resilience of your business—and not only to survive the difficult times. On the floor, deliver better experiences to self-generate the best of times.

With Squirrel, get it done

PROVEN, ESTABLISHED PLATFORM

A robust, reliable solution that can be customized to fit the unique needs of a complex hospitality environment. Squirrel's proven POS platform is ideal for diverse operations with multiple outlets including fine dining, bar, pool bar, counter service, banquets, events, or room service.

HOSPITALITY POINT-OF-SALE EXPERTS

Built on over 30 years' experience in the leisure & entertainment industry with numerous configurations including large, multi-revenue center hospitality environments, Squirrel's feature-rich and highly-configurable POS platform streamlines operations to enable amazing guest experiences.

INDUSTRY LEADING SERVICE AND SUPPORT

We're big enough to deliver and small enough to care. Squirrel's 24/7 service and support provides industry leading response and resolution times that ensure issues are rectified quickly so business can continue uninterrupted.

TALK TO AN EXPERT

With 30+ years of experience with operations like yours, our team can help you build your unique on-the-floor solution to make the most of your staff and delight guests.

Let's envision your efficient ordering flow together. We'd be happy to chat with you about how mobility could transform your front-of-house. Call 1-800-388-6824 to get started.

OUR SERVICE POWERS YOURS.

Squirrel Systems is proud to be celebrating over 30 years as a technology provider to the global hospitality industry. In 1984, Squirrel revolutionized the industry with the first touchscreen restaurant POS system and continues to introduce market leading innovations to help shape the industry. With a proven platform, extensive domain expertise, and industry leading service and support, Squirrel helps food and beverage operators enable amazing guest experiences.

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