

Taking a Closer Look at Cashless Payment and Desktop Ordering in B&I Dining

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In today's corporate, business & industry market segment, there is a growing migration towards cashless payment solutions. In today's economy, people are accustomed to having the convenience of electronic payment options, whether it's credit, debit or prepaid cards. Payment cards offer flexibility and confidence that you always have funds, at the same time simplifying your dining experience. At CulinArt, we are partnering with our clients on cashless POS solutions, to keep pace with today's growing electronic society and our varied customer requirements. On-site dining centers must be able to satisfy the changing needs of employees, while maintaining efficient and cost-effective operations. Over-booked schedules and competition from outside delivery services and local eateries reinforce the need for constant improvement in customer service and efficiency in order to increase sales and profit margins.

The integration of a cashless POS improves service quality, increases the efficiency at the register, and provides an increase in check average size and value. Some of the client and

employee satisfaction programs that CulinArt and our cashless partners offer are sign-up incentives, café frequent user rewards, and human resource-driven programs in tandem with custom programs such as employee appreciation, guests cards and visitor training programs. These all add to the excitement of revolutionizing the café dining experience and the convenience of always having funds.

At the same time that we are focusing on our cashless café customer, CulinArt is still making giant strides in web-based online, real-time catering and delivery solutions. In August of this year, CulinArt partnered with Webfood to offer their newest self-service ordering system. In Norwalk, Connecticut, FactSet opened its newest headquarters at Merritt 7 Corporate Park, where 400 FactSet associates are using a web-based online ordering system to order their lunch selection. As the café is not yet completed, FactSet associates are able to order their lunch selection from the convenience of the workstation. At an internet-connected off-site kitchen, orders are printed out as labels,



Screen shot of CulinArt's Webfood home page at FactSet

which dining staff use to prepare and identify individual meals. Throughout this process, CulinArt's foodservice director, Ron Santos, can monitor usage trends, track transactions, generate statistics and view customer feedback in real time using an administrator sub-system. Additionally, there is a patron sub-system that helps integrate an easy-to-use interface, which stores customer preferences and makes it accessible from any web browser. Lastly, there is a cook's sub-system that enables cooks to view upcoming orders and print order tickets for meal preparation. Be on the lookout... technology is coming to your dining center.