

Putting Technology to Work for Our Customers

By Tom Eich, President

While our "food first" approach is ingrained in our culture and is essential to the distinct service we are known for, we continue to keep our eye on the customer in more ways than one. We look to technology for inspiration as we strive to enhance customer service as well as our own productivity. Now more than ever, technology is making great strides in improving customer service, particularly with relation to product delivery, payment choices, accuracy and speed.

CASHLESS TRANSACTIONS

At the New York Mercantile Exchange, our pilot program with American Express, using Radio Frequency Identification (RFID) technology, continues to evolve, automating transactions for over 450 American Express cardholders. A high-speed internet connection allows for cashless "wave-and-go" transactions at the point of sale.

In the B&I sector, salary deduction programs are already in place, or will soon be installed, at: Chadbourne & Parke, RBS Greenwich Capital, UFT, Bain Capital, Cadwalader, Wickersham & Taft, FactSet, Purdue Pharma, and Duane Morris.

As we enter our 7th season at Rye Playland, we will be piloting a walk-up ordering system: illuminated icons will allow patrons to place their own custom orders on an LED touch screen terminal. Specific orders will be sent to the kitchen for fulfillment, and credit card processing is done at the walk-up kiosk, with no signature required... for faster service.



THE CBORD GROUP

Spotlight on
New York Mercantile Exchange
New York, NY

WEBFOOD KIOSK PILOT PROGRAM

In addition to the inauguration of the Webfood ordering system at FactSet (*see page 2*), CulinArt is beginning work on a Webfood kiosk at the New York Mercantile Exchange, which would allow traders to place and pre-pay orders for any one of our three restaurant concepts at NYMEX.

Saïd Moustakim, CulinArt's director of information technology, explains, "The kiosk would be placed in a location convenient to the traders so they won't have to go far to place their orders. The kiosk would be connected through a wireless network to a main server, as well as to all of our restaurants. Customers could walk right up, log in using their proprietary account information, and then select their meal items and the delivery time they'd prefer. The menus reflect up-to-the-minute availability in each restaurant. And customers complete their transactions on the spot with credit cards, debit cards, and perhaps, pre-paid cards.

Once the order is placed, a label would be printed in the kitchen and the order put on queue. All communication between the Webfood kiosk and the web server is secure and encrypted using the latest in technology. Through this pilot program, customers would enjoy faster and more convenient service. Our restaurants, on the other hand, would be able to optimize efficiency in food production, while minimizing order errors. Our aim is to positively impact overall service quality and operational efficiency."