TouchBistro®

HOW TO MAKE
# THE MOST
OF YOUR
RESTAURANT REPORTS
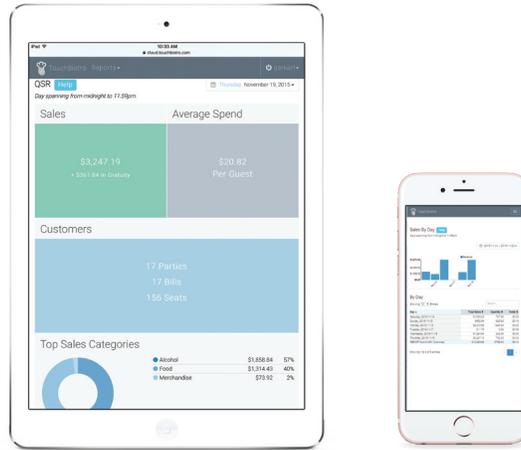
As a restaurateur, you undoubtedly understand the importance of accuracy when it comes to the numbers. Not having a clear picture of food costs, labor expenses, staff efficiency, and customer satisfaction means that decisions are made that don't address the real needs of the business, resulting in leaking money or food waste.

Your restaurant reports are the mirror that reflects what is happening day-to-day.

A mobile POS with reporting capabilities will provide clarity and help you track labor, sales, inventory, and costs more effectively. We've outlined four ways you can use your restaurant reports to make smart, data-driven decisions that will have a real and lasting impact on your business.

1

IMPACT YOUR BOTTOM LINE

The two biggest expenses for restaurants are labor and food costs. With TouchBistro's Snapshot Report, you can glance at labor costs on the fly and get an accurate picture of labor-to-sales ratios. With this insight you can make more informed staffing decisions. For example, if sales are low and labor is up, you might decide to send a staff member home for the night.

When it comes to food costs, it's important to make sure that everything on the menu has been entered into the system with a cost associated with it. A single menu item, or add-ons like cheese or bacon that are not recording costs can quickly run kitchen accounting off track. Using the Food Cost and Alcohol Cost Reports, you can make decisions about your menu based on the cost-to-sales ratio. For example, if a vendor raises the price of a local bottled beer, you can decide to either find another vendor at a cheaper price, or raise the price on your menu of the bottle of beer. By regularly keeping a close eye on the numbers, you can keep costs within your optimal percentage.

2

REFINE YOUR MENU

A Modifier Report will show you which modifiers are the most popular and which ones aren't selling much at all. For example, if you offer avocado as an upsell to a salad, you'll see how often it's requested, helping you decide how many avocados you need to order in the future. The same works in reverse, if you offer jalapeno havarti as an upsell and the Modifier Report shows it's rarely requested, then you can make the decision to remove the jalapeno havarti from your menu and stop having it go bad in the fridge.

By using the Menu Item Sales Report, you can get a straightforward look at what's selling and what is taking up valuable real estate on your menu, in your kitchen, and on tap. Joe Polimeni, owner of Joe Broadway's in Staten Island, NY, says it clearly, **"With TouchBistro I can run reports on my draft beers. We only have 6 taps, so it's great that TouchBistro helps us identify the poor sellers, so that we can swap them out for a better-selling beer."** This kind of up-to-the-minute clarity is imperative for running a tight ship and keeping the cash rolling in, not out.

3

— EVALUATE & MONITOR YOUR STAFF —

An unmanaged and unrewarded staff can thwart your best efforts at keeping costs low by sticking around clocked-in after hours, discounting meals for friends, and running a number of other sneaky scams to skim a little off the top and pocket it.

Your POS can be your best friend here. In TouchBistro, you can set staff permissions so that only managers or selected staff can perform discounts and similar functions. For extra security and further insights, running a Discounts Summary Report will allow you to see which discounts were applied and for what reasons. A Void Report will show you what items were entered and voided, and similarly, a No Sale Report tracks when the cash drawer was opened without entering a sale. Another helpful report is the Deleted Items Report which can track staff punching in items, collecting the cash, and deleting the item without sending it through. With these measures you have a greater ability to evaluate and hold your staff accountable.

> On the flip side, to reward exceptional staff, the Waiter Sales Item Totals Report offers a summary of who's selling the most and can be used to run staff sales promos or track upsells and specials.

4

— ENHANCE CUSTOMER EXPERIENCE —

POS reports can give you a 360 degree understanding of your business and can help you make decisions that will directly impact your guest experience. Running a Low Inventory Totals Report before a busy night can avoid awkward or disappointing situations of guests ordering items that have been 86'd or sold-out specials.

Sales by Section Reports, especially for bar verses dining room, or dining room compared to patio sales, gives you a sense of where the busier places are in your restaurant. The Sales by Table Report will shed light on specific spots that do better than others, which is valuable if you're considering rearranging your floor plan. For example, wondering where to put the acoustic band coming in to perform on the weekend? Check how much those two tables in the corner generated last weekend before moving them elsewhere.
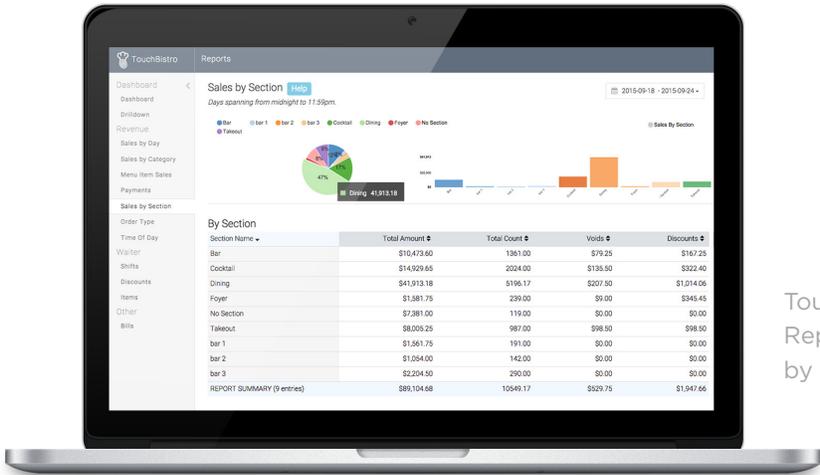
TouchBistro Cloud Reporting Sales by Section report.

Running a restaurant is challenging. On any given day there is an endless list of things to do, people to see, and places to go. Your POS system should lighten the load of reporting and give you a precise picture of your restaurant's real-time status. Don't overlook your POS as simply an order-taking system, but treat it as a tool that can accurately reflect the realities of your restaurant and help you make critical business decisions.

TouchBistro is an iPad POS and integrated payments solution built for restaurant people, by restaurant people. It helps thousands of restaurateurs across the world run better businesses and makes managing a restaurant easier.

www.touchbistro.com | Speak to a Software Sales Representative today 1-855-363-5252