



Focus POS Teams Up with On Tap Grille & Bar to Handle Evolving Needs

On Tap Grille & Bar has been one of Medina, Ohio's most respected eating and drinking establishments since it was founded in 1982. When it first opened, On Tap's menu was limited to a few classic sandwiches and appetizers and a few of the area's more popular draft beers. Over the years, this bar and grill enterprise has expanded to five locations – including two franchises – throughout Ohio. With the growth of the business, the menu has received some attention and now includes a variety of starters and burgers, wraps, paninis, and chicken wings. The number of beers on tap has expanded to better match the bar's name, and patrons can also select from a long list of imported or domestic bottled beers. With karaoke, live entertainment, and big-screen TVs, On Tap Grille & Bar is the ideal destination for those looking to have some fun over dinner and drinks.

THE CHALLENGE

The continuous growth of On Tap Grille & Bar led to the realization that its point of sale (POS) system was no longer



Client:

On Tap Grille & Bar
Medina, Ohio

Objectives:

Upgrade to a POS system that enables online ordering, issuing and redeeming gift cards, and mobile management.

Installation:

- 14 Focus POS workstations
- 1 back office station
- 2 kitchen display units
- 6 kitchen printers

Results:

- New revenue streams from online ordering and gift cards
- Ability to access and review reports remotely at any time



a viable option. On Tap's desire to deliver a better and more varied customer experience – including online ordering and the purchasing and redeeming of gift cards – meant updating the current POS system was not an option. Using an outdated system meant the business was missing out on crucial revenue opportunities.

THE SOLUTION

An extensive search for a new POS partner led On Tap to a relationship with Focus POS, an innovative, Texas-based POS software provider. Focus POS impressed On Tap with its extensive expertise in delivering restaurant POS solutions, as well as its outstanding service and support track record. On Tap also noted that Focus POS's feature-rich platform included the gift card, online ordering, and mobile management functionality they required. During deployment, On Tap also activated the Back Office and Customer Service modules that help improve operational efficiency.

The new solution included 14 Focus POS workstations, six kitchen printers, two kitchen display units, and one back office station. Two Focus POS technicians implemented and fine-tuned the new POS platform over the course of one week, with the installation taking 106 total hours. The work of the Focus POS technicians allowed On Tap to go live with the new POS system that same week, so no downtime or extensive training was needed.

KEY RESULTS

The newly installed POS system is used to manage all of On Tap's daily operations and is the main resource for keeping the restaurant running smoothly. Focus Online Ordering is exactly what On Tap needed to begin letting customers place orders from their home computers, smartphones, and tablets. Focus designed the online ordering module to instantly route orders to the POS, eliminating time consuming interactions from restaurant staff; this has sped up the execution time of orders and improved worker productivity. Focus POS offered training to On Tap employees, allowing them to easily update

the online ordering interface and ensuring that enticing photos of menu items are used to maximize the value of each order.

The new POS system opened an additional revenue stream through the myFocus Gift Cards program, which is now in place for all five On Tap locations. Focus' cloud-based offering delivers gift cards that are processed in real-time, so they can be used immediately after they are activated and can also function as loyalty cards. These gift cards allowed On Tap to build new, lasting relationships with customers by creating a motivation for a visit. Patrons tend to spend more than the value of their gift cards, further increasing revenue opportunities.

In order to expand the effectiveness of its restaurant managers, On Tap equipped them with the myFocus mobile management app for Apple and Android devices. This app makes it easy for managers to access important business information like sales data and labor scheduling. The myFocus app can alleviate problems before they get out of hand, and it can be accessed from anywhere.

On Tap Grille & Bar has benefited from improved processing times and a more intuitive POS system thanks to the deployment of the Focus POS platform. Working in tune with the POS hardware, the Focus POS platform even gives On Tap the option of using the display screens for digital signage when not in use. Managers can easily communicate with headquarters and generate detailed reports that allow the main location to make changes as soon as necessary.

This future-proof and flexible POS system will help On Tap as it continues to succeed and grow, providing the ideal platform for serving up a memorable experience.

ABOUT FOCUS POS

Focus POS Systems is a Texas-based company with a rich heritage of delivering innovative software technology to the hospitality industry with thousands of installations since 1990. Our philosophy is simple: create a smart, uncomplicated solution that positions our customers for profitability and competitive advantage. Hospitality is one area that remains our prime focus, thereby assuring our customers the most robust and reliable product for success. To learn more, visit www.focuspos.com.

