



## *Focus POS Swims past Industry Heavyweights as Fish District Eatery's Exclusive Technology Solution*

The European shores: Their romance has propelled exploration, inspired artists and writers of the Renaissance, and produced the centuries old bloodline of seafood chefs behind the modern-day, gastronomic phenomenon that is Fish District Eatery. The seafood cafe serves fresh, high-quality, sustainable ingredients with the convenience of a made-to-order fast casual setting, to produce gourmet-style dishes at affordable prices.

The Fish District model delivers an exceptional customer experience, balancing imaginative seafood creations with décor that blends the nostalgia of cream-colored subway tiles and vinyl booth seating, with markedly urban stainless steel bar stools and countertops. Their concept has reeled in more than just the catch of the day, and within three years, Fish District Eatery managers found themselves weighing options regarding their point of sale (POS) software as they prepared to open their third location.



**Client:**

*Fish District Eatery  
Aliso Viejo, California*

**Objectives:**

*Explore a POS solution that can meet the needs of a fast-paced, high-demand restaurant experiencing accelerated growth.*

**Installation:**

*Focus POS software*

**Results:**

*Focus POS not only provides POS systems that meet all of Fish District's business needs, it also provides unparalleled support that brought Fish District back and helps them swim past the competition towards a greater ROI.*

## THE CHALLENGE

In 2013, Fish District installed Focus POS software at its first location in Carlsbad, CA. Happy with the functionalities and workflows of Focus, Fish District once again installed the software when their San Diego location opened two years later. However, with the onset of their third location opening in Aliso Viejo, Fish District paused to consider whether it should remain committed to the POS software.

Did Fish District's growth dictate the necessity of a POS software company with a larger market share?

Despite satisfaction with Focus POS, the eatery decided to test new waters at their Aliso Viejo location and installed the POS software of a nationally recognized provider.

## THE SOLUTION

Fish District, Aliso Viejo, selected an industry heavy weight's software that seemingly had all of the bells and whistles imaginable to handle any business process and to outperform all other solutions.

In reality, employees familiar with the efficient workflows of Focus POS, found the new software cumbersome and disjointed. They were accustomed to the streamlined functions of Focus that effectively met the eatery's fast-paced, high-demand environment. Focus POS has tight integration to all system resources, similar in structure to Google Chrome. The new software tested at Aliso Viejo, required system resources to be accessed through individual programs contributing to disjointed workflows.

With the new POS software installed at Aliso Viejo, Fish District saw a loss of both employee productivity and sales. The multistep entry and separate programs slowed down the ordering process and increased customer wait times, which in turn heightened employee stress, and diminishing the customer experience.



## THE RESULT

Fish District Eatery discovered that switching to a POS provider with a larger market share did not translate to a better technology solution. Before long, Fish District, Aliso Viejo, had switched back to Focus POS. A short time after, Focus was installed at Fish District's fourth and fifth locations in Irvine and Solana Beach.

Focus POS meets all of Fish District's business needs, surpassing the workflows and functionalities of industry heavy weights. It's a solution that has been proven to deliver improved productivity, contributing to a faster ROI. Best of all, it's a solution that grows with your business, whether you have one location or one hundred.

The management teams at each of Fish District's five locations use Focus POS to streamline operations. The customizable user interface offers flexible item and menu management capabilities for Fish District's ever-changing cuisine. The solution equips managers with comprehensive insights related to sales figures, staffing needs, and other in-depth analytics at the click of a button.

## ABOUT FOCUS POS

For more than 20 years, Focus POS Systems has provided restaurant management software to hospitality establishments. Our team has installed innovative restaurant point of sale solutions at more than 15,000 unique locations worldwide. Since 1990, we have aimed to give restaurants a competitive edge by providing simple, yet powerful point of sale solutions. Our reliable products combined with our tried-and-true methodology allow restaurant managers to promote efficient operations, increase productivity, improve profitability and deliver business value. Focus specializes in providing restaurant point of sale solutions for table and counter service, take-out, deliver, bars, nightclubs and cafes. Many well-known hospitality organizations rely on Focus POS to streamline their daily operations, including Smoothie Kind, Coldstone Creamery, Popeye's, Blimpie, and Church's Chicken.

Through Focus POS, Fish District's employees have the tools they need to process transactions effortlessly, allowing them to use face-to-face counter time to provide a stellar experience that will foster customer loyalty.

Fish District Eatery worked with Focus POS (California), a Focus POS dealer, to implement the software at each location. In addition to receiving an exemplary product, Fish District has the advantage of calling on quick and reliable support from a local industry dealer with far-reaching knowledge of a robust and versatile solution.

Fish District cast its line to explore other fish in the sea, but discovered that Focus POS swims past industry heavyweights as an indomitable technology solution.

