



## Customer Profile

## Club Myst

# Club Myst Keeps the Party Going with Restaurant Manager

As Myrtle Beach's only ocean front nightclub, Club Myst keeps the crowds moving until the early morning hours. Crowds are lured by their signature lava bar and large VIP area. Those characteristics have made Club Myst one of the hottest spots on the famed Grand Strand, much to the delight of owner Erez Shukarchi.

Erez certainly has his hands full with two other restaurants in addition to Club Myst. Providing a Miami-style experience for club goers takes a great venue and atmosphere, but also demands operational excellence. After attempting to run the club with stand-alone electronic cash registers, Erez knew that in order to keep the drinks flowing and dance floor full he needed to make a change. "We had far outgrown the old cash register system and needed a solution that would meet the demands associated with running a profitable club," commented Erez, "that means more cost control and an ability to tend to high-spending VIP guests."

Having already seen benefit from implementing Restaurant Manager in his two other Myrtle Beach establishments, The Beach House and The Tides, Erez turned to his local Restaurant Manager reseller, Infinity Computer Systems, Inc. to put the same system to work for him at Club Myst.



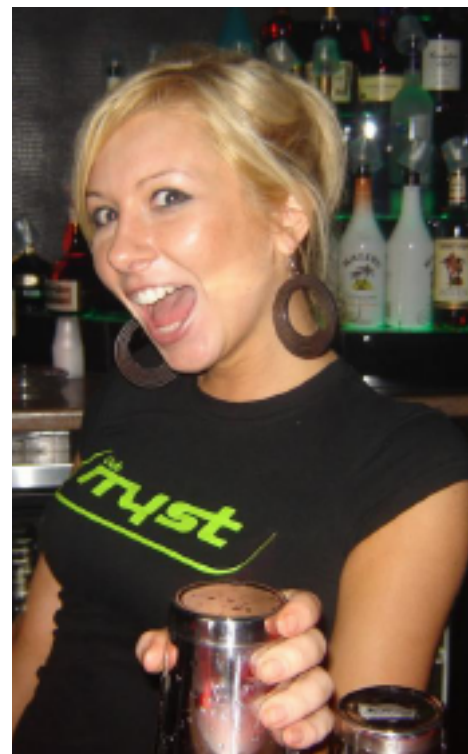
The staff at Infinity Computer Systems knew Erez well and immediately saw how Restaurant Manager could help with the business issues and challenges Club Myst presented. Knowing that a key feature of Restaurant Manager, real-time alerts, would be a perfect fit, Infinity proved to Erez how he could dramatically reduce his costs and increase revenue. Club Myst has a management team that is often dispersed around the property as well as at other locations. Getting them important operational information that they could make immediate management decisions on was at the top of Infinity's list.

Key management personnel receive real-time alerts, no matter where they are. Restaurant Manager automatically sends SMS text messages and email alerts to the staffing manager when employees approach overtime. The notification is posted to Restaurant Manager's POS Bulletin Board providing an additional means of notification.

Should an employee exceed the set hours worked by a slightly higher amount, the same notifications are provided to the General Manager who can also address the situation. Finally, should an employee's hours exceed a maximum threshold Erez receives an alert as a back-up to the General Manager.

"By using the alert notification capabilities we have already saved over \$9,000 in overtime labor costs. That savings is tremendous given the alerts have only been in effect for less than six months," commented Erez. "My whole management team is able to keep on top of these issues like never before."

Club Myst has also used real-time alerts with high-spending and VIP customers resulting in increased revenue. Customers who access the VIP area of the club typically spend three times as much as regular patrons. When a VIP member enters the club, Erez is immediately notified and provides that guest with a



*Club Myst expects to save over \$9,000 in just 5 months on labor costs by using Restaurant Manager's real-time alerts.*

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*“ Real-time alerts keep my management team on top of critical operational metrics, such as overtime, saving us thousands of dollars. We are able to boost margins by identifying high-ticket customers and providing them access to the VIP area where the average check is significantly higher. ”*



personal greeting which helps increase customer loyalty and often results in a higher spend.

For high-spending, non-VIP patrons, an alert is generated when their order exceeds \$500. Commenting on how he uses that particular alert, Erez "will often drive over to the club if I'm not there to personally thank them and present a private membership card to the VIP area." That type of personal attention generates more than goodwill - it generates revenue. Guests in the VIP area purchase the most profitable, high-end beverages, and sales per customer average triple those in the main club area. "The alerts allow me to keep the VIP area full and have helped me generate more than enough incremental revenue that has paid for Restaurant Manager many times over," says Erez.

### Club Myst's Restaurant Manager Solution Snapshot

#### Business Needs and Challenges:

- Convert from antiquated cash register solution to a robust POS solution
- Improve communication of operational information to management
- Obtain ability to make real-time management decisions
- Contain labor and overtime costs
- Increase VIP customer satisfaction
- Generate additional revenue from high-ticket customers

#### Solution:

- Restaurant Manager v17 implementation with an expert ASI dealer
- Configured to provide real-time management alerts via SMS text message, email and automatic posting to the POS Bulleting Board
- Plans to upgrade two additional sites to Restaurant Manager v17 to realize the same benefits.

#### Results since installing Restaurant Manager:

- Operational alerts sent real time to Club Myst's management team
- Dramatic reduction in overtime
- Projected six month labor cost savings: \$9,000
- VIPs receive personal visit from owner increasing loyalty and satisfaction
- High spenders easily identified and given VIP access resulting in average checks approximately three times higher than in the main club area.

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