Hamburger Chain Milo's Gets a Stable POS with a Side of Flexible Functionality from NCC

Milo Carlton began his career as a mess cook in the U.S. army. His first burger shop was opened in 1946. That first summer he spent testing and perfecting the special sauce still used on Milo's famous Saucy Burger. Milo did this by listening to his customers. Because Milo's has always been about listening to its highly valued customers, they wanted to give them a better customer experience.

Recently, Milo's saw the need to upgrade to a more stable, reliable point-of-sale system, one capable of handling a growing number of credit card transactions. The 15-unit Quick Service Restaurant chain also realized that maintaining strong customer satisfaction required new ways to gather feedback from customers, about everything from the restaurants themselves to their service and menu offerings. Keeping its ear to the ground is particularly important given Milo's expansion plans, which include opening as many as 10 additional locations within the next five years.

THE SOLUTION

Milo's opted for NCC Reflection for the POS terminals at its restaurants, and expanded its use of Reflection POS Headquarters (RHQ) as a Web-based back office solution. NCC's Reflection POS is a customizable solution that increases productivity through its focus on accuracy. As an embedded system, Reflection POS is resistant to spyware and viruses.

NCC's RHQ program ensures that Milo's business is safe through the power

Customer: Milo's

Industry: Quick Service Restaurant

Solution: A solution consisting of NCC's Reflection POS for restaurant terminals and an expanded use of Reflection POS Headquarters (RHQ) as a Web-based back office solution.

of cloud storage. Milo's is now able to view reports and receive front-end data through an intuitive web-interface. Each store has installed between 2 and 7 terminals with accompanying printers, a PC Workstation back office solution, and a Kitchen Video System. Milo's also utilizes NCC's integrated Graphical Rear Displays that allow them to ensure their customer's orders are correct and advertise their promotional items or discounts.

Installations and training with NCC Reseller Birmingham Toledo Inc have occurred smoothly, and can take as little as five to six hours to accomplish at each Milo's location. The solution upgrade also included moving credit card processing to Mercury, aided by a strong integration between NCC and Mercury. The payment processor offers a hosted cloud-based interface that provides software updates via its own server rather than needing to perform them at each restaurant location.

THE RESULT

Key benefits of the Milo's POS upgrade include a more stable system overall, supported by a strong local service team. More reliability in its credit card processing also keeps checkout operations running smoothly and quickly at the chain's 15 locations, which provides a strong boost to customer service.

Additional benefits from using the RHQ back-office system include greater access to important business data around time-keeping and labor schedules, with the ability to view and edit this data from a central location. These expanded reporting functionalities have dramatically improved Milo's processes around labor, payroll, and time-keeping, all of which contribute to a stronger bottom line.

The chain also worked closely with NCC to set up functionality for printing survey codes at the bottom of

its paper receipts. Customers using these codes will be able to provide Milo's with a more complete picture of its customer service and the quality of its offerings. This will help Milo's track how its current locations are performing, and the additional data will also help guide the chain with its ambitious expansion plans of adding 10 more locations in the next five years. "NCC has proven itself to be very flexible in handling these types of development requests and custom interfaces for clients like Milo's,"said Eddie Romager of Birmingham Toledo Inc.

"We now have better service with Birmingham Toledo Inc., a user-friendly POS, and an extremely reliable credit card processor in Mercury. Our number one concern was the reliability of the software and the service. Now that we've switched all 15 stores to NCC, our customer service is exceptional."