



Online Ordering Integrations Helps Keep Local Mexican Restaurant Orders Flowing and Fresh

[Señor G's Fresh & Healthy Mexican Food](#) has offered a popular menu to diners in Playa Del Rey California since 1980. When owners Benjamin, Sr., and Rosa Arreola purchased the business in 1987, Benjamin began adding items to the takeout and delivery-only menu focused on fresh, homemade quality foods in response to customer suggestions. Recipes now use egg whites, fresh vegetables, black beans, grilled fish, and salads. Customers enjoy the tang of lemon juice in the “Carlito’s Way” burrito and chilaquiles sauce and French fries in the Cali burrito.

In 2006, Benjamin added a juice bar to the business, “G’s Juice,” that offers great-tasting juices made with fresh fruits and vegetables. Customers also love the non-fat yogurt smoothies, including the “G-Force,” which includes banana and peanut butter, and the Playa Del Rey with watermelon, mango, and cantaloupe.

THE CHALLENGE

The business has always listened to the voice of the customer, not only regarding the foods and beverages it served but also how customers preferred to engage. Señor G’s saw the increasing demand for online ordering, particularly after 2020, and wanted to provide the types of experiences consumers were looking for.

Señor G’s online ordering volume grew to about 2,500 online orders per month but was facing challenges in continuing its tradition of excellent order turnaround times. The restaurant was also taking orders from third-party platforms manually. Orders came into the restaurant on tablets, and



Reseller: A.D. Business Solutions

Challenge: Providing restaurants with a more efficient way to manage online orders

Solution: NCC’s Reflection POS, PC Workstation, and Deliverect online ordering platform

Results: Operational efficiency, increased accuracy, faster order fulfillment



an employee would input them into the POS system. This process resulted in rekeying errors, inefficiency, and waste. Moreover, Señor G's, like many restaurants, felt the impact of the labor shortage. Streamlining the online ordering process was necessary so restaurant staff could focus on other tasks.

Restaurant managers also recognized that capturing data from online orders would help provide more visibility into sales and customer engagements across the business. With a solution that accepts online orders directly as well as through third-party ordering platforms, the restaurant could also learn more about its customer base and their buying habits.

THE SOLUTION

Señor G's turned to A.D. Business Solutions in North Hollywood, CA, for a point of sale (POS) system that would deliver more efficient online order management. A.D. Business Solutions, an authorized NCC dealer, has worked with the restaurant since 2015, implementing NCC's Reflection POS system for the restaurant and providing the service and support to ensure that the restaurant could use it successfully. A.D. Business Solutions also had the solution to Señor G's challenges with online ordering: NCC and Deliverect.

The restaurant already had Reflection POS running on two HK570 terminals and two Hisense HM-618 tablets for their POS operations and was processing payments with EVO, with everything up to date and running smoothly, the restaurant was able to easily move forward with the Deliverect integration. With the help of Deliverect and NCC support, A.D. Business Solutions was able to integrate Señor G's and G's Juice complex menu to ensure all modifiers and sizing were accurate in the systems.

This project was the first Deliverect implementation for A.D. Business Solutions, but Señor G's reported that the project was fast and successful. Post implementation, the restaurant described it as "smooth sailing."





THE RESULT

Once Señor G's began using Deliverect with Reflection POS to accept online orders, Señor G's saw immediate efficiency gains. Deliverect eliminates the need for an employee to enter orders, saving time and duplicate work. Orders go directly from the Deliverect solution to kitchen printers, and all modifications and changes for each order are clearly listed for employees at food prep stations.

According to Deliverect, Customers Benefit From:

- 25% average revenue increase created by
- 25% reduction in employee cost
- 80% error reduction
- They also report a 48% faster delivery time

The modernized process has also decreased the restaurant's error rate and improved order turnaround time, even during periods of peak traffic. The Reflection POS and Deliverect system is also consistent and reliable.

According to Señor G's owner Benjamin, Sr, "Investing in online ordering has greatly impacted our bottom line. It's a solution I can count on day or night, it helps fill in gaps where we have struggled with the labor shortages, it eliminates order entry errors, and has become a staple in our kitchen. Technology is the key to the future!"

The restaurant, which credits NCC partner A.D. Business Solutions for much of its success since 2015, also recognizes that "NCC is making a difference in merchants' lives."