

# Southern Foodservice Management Boosts Customer Service & Drives Sales with NCC

Southern Foodservice Management believes that food should be fun. Located in Birmingham, Alabama, the company has operated onsite dining services for numerous clients, including many Fortune 500 companies. Corporate cafeterias need to provide fast and customizable meal options, and Southern connects with its customers, listens to feedback to help tailor menus and services to their needs, and makes their dining experiences one of the best parts of their day.

Recently, many of Southern’s Corporate Cafeterias recognized the need to update its outdated register system, which was slowing customer service and did not offer options for reporting or remote programming.

Southern Foodservice Management has deployed more than 30 NCC Reflection POS terminals at over a dozen locations across the country, including nine terminals at the Bryant Denny Stadium, home of the University of Alabama’s Crimson Tide football team. These terminals there are used to facilitate the catering and logistics of the club suites and sky boxes.

## THE SOLUTION

Southern opted for NCC Reflection POS running on SAM4S Titan terminals, along with RHQ, a cloud-based headquarters software, and graphical customer display. The company chose this solution because — in addition to traditional point of sale functionality — it provides enhanced back-office reporting and the ability to track historical sales trends.

NCC worked with Southern to interface with its pre-paid, in-house



**Customer:** Southern Foodservice Management

**Industry:** Corporate Cafeteria

**Solution:** An integrated solution of Reflection POS and Graphical Customer Displays, enhanced by the outstanding RHQ (Cloud-Based Headquarters).



meal card program. RHQ software allowed Southern to consolidate systems company-wide, providing online reporting and remote programming capabilities. Reflection POS also provides built-in inventory and labor functionality. Reflection POS' customizable interface facilitates designing menu item screens so that cashiers can work quickly and efficiently. Southern's employees have individual logins, so the solution can provide detailed employee reports and promote employee accountability.

Point of Sale Team, based in San Bernardino, Calif., assisted with installation, which generally takes from one to three hours. Because Reflection POS' user interface is so intuitive, employee training is minimal — cashiers can typically use the system after only 10 minutes of training. Training Southern's managers took a little longer, since they had to learn reporting and basic programming in addition to ordinary functionality such as ringing up sales, but they also found the system intuitive and easy to use.

## THE RESULT

Major benefits of this solution include a surge in efficiency and productivity. Because cashiers, equipped with the customizable menu screens, can ring up sales so quickly, customer throughput has increased and customer wait times have decreased. This has led to heightened customer satisfaction and higher sales. NCC's Reflection POS also decreases credit card processing fees by integrating with Southern's internal meal card and loyalty system, enticing customers to return daily.

Reflection POS' customer displays with scrolling menus also help to drive sales in the corporate cafeteria setting, and, menu and price changes are easily managed through Reflection POS. The Reflection POS solution allows Southern to remotely access its clients' terminals across the country to address support issues, program changes, and employee training, eliminating the need — and the cost —

to send a dealer or corporate employee on site. NCC's RHQ allows Southern's managers to monitor cafeterias in their regions and track sales, which enables enhanced manager and cashier accountability and inventory tracking, which can help maximize profits. Managers can also benefit from increased location audit capabilities.



*"NCC enables us to provide our customers the highest quality of product and service. We would recommend Reflection POS to anyone looking for a great Point of Sale solution!"*

— Derrick Navarro, Point of Sale Team

*"In the past, Point of Sale installations were daunting, time consuming and stressful. With reliable solutions provided by NCC and the Project Management Point of Sale Team, we get to focus on using the POS systems instead of worrying if they will be installed on time or if they will be cumbersome to use."*

— Conner Liles, Southern Foodservice Management, Inc.