

## Joni Steak's Success Story with HP rp3000



### **OVERCOME MILLIONS OF LOSS AND IMPROVE QUALITY OF SERVICE WITH HP POINT-OF-SALES SOLUTION**

#### Challenges:

- Rapid business growth, increase in number of customers, new branch opening
- Demand to provide fast and accurate service
- Manual calculation causes loss worth of 30 servings a day!

Starting from a roadside stall tent, Joni Steak has now transformed into a permanent restaurant, occupying two busy locations in Central Jakarta – 1 at tourist area of Pasar Baru and a new branch on Jalan Gajah Mada (Kota).

Tempting steak offerings at affordable price make Joni Steak favorite eating place for Jakarta citizens. Everyday, the number of customers increased. As a result, Joni Steak must keep up and maintain the service quality they deliver to customers. In addition to quality of food and service speed, orders need to be accurate and should meet customers' expectations.

That evening, around 17:00 local time, rows of benches at Joni Steak Pasar Baru began to be filled. Shortly after, around 130 customers have flocked the tables on both floors of the restaurant. Almost immediately, waitresses swiftly serve every customer coming with variety of orders. Interestingly, everything looks smooth. Orders came out quickly and customers look satisfied.

At the check out counter, all once again went very smoothly without hiccups in the payment process. Joni Steak has now overcome losses due to negligence such as customers forgetting to pay; thanks to accurate control functions. Customers are happy with the smooth service they receive while enjoying their favorite meals at Joni Steak.

Seamless transaction and service at Joni Steak is actually a fresh story. In the early years until they transitioned into a permanent restaurant, Joni Steak was often overwhelmed by demands to serve customers quickly but accurately. Consequently, not only were some customers disappointed, Joni Steak often suffered from loss due



to discrepancy in orders served and payments received. Cash registers and manual records obviously did not deliver solutions to the problem.

"When we used cash register with manual record, Joni Steak suffered from loss almost daily. There had to be at least 30 orders not recorded in the billing payment. If the average price of each serving is Rp 30,000, Joni Steak has suffered loss of up to Rp 900,000 per day. This translates into Rp 27 million of loss every month! Such serious loss has happened for a long time. To add to the complexity, it took us too long to serve our customers," said Ina Bahri who manages the restaurant with her husband Joni Samsul Bahri.

Until one day offers came to Joni Steak with promise to solve these problems.

"Each solution came with its own advantages and disadvantages. Considering the issues we faced at that time, machine's reliability and durability, flexibility, after sales, to the ease of use, we finally decided to choose point-of-sales (POS) solution offered by the global brand, HP rp3000.

Currently we have 3 units operating at Joni Steak Pasar Baru and 2 more at Joni Steak Gajah Mada," said Ina.



## HP rp3000 Point-of-Sales, the Best Solution to Overcome Loss and Improve Service Quality



According to Ina, Joni Steak rest their confidence in HP rp3000's reliability and performance after learning its specification which includes Intel® Atom™ processor 230, 1GB memory, 160GB of hard disk space, along with state-of-the-art 15-inch touch screen HP Compaq L5009tm LCD monitor. No less than important is the 3-year warranty; high-quality after-sales service and they finally settled their choice on the HP rp3000.

"Thanks to HP rp3000 with touch screen monitors, we can now deliver efficient workflow and optimal service to customers. We can press loss to the minimum because we can take control of every transaction carefully and accurately," she said.

Ina adds, with HP rp3000, any transaction can be handled and recorded accurately. Touch-screen technology on the HP Compaq monitor L5009tm allows for easier operation while enhancing comfort and speed time at the check out, regardless the



number and variety of menus offered. As a result, Joni Steak can provide services to satisfy customers more quickly and smoothly.

HP rp3000 is both powerful and reliable. Amidst the heat of Jakarta and Joni Steak location in the open air of Pasar Baru, the rugged HP rp3000 stays cool despite the temperature that can reach 32 celsius.

To optimize operations, a handful of very useful software have been installed on HP rp3000 at Joni Steak; from database, table layout and reporting, operation time, to menu management, all connect directly to the back-office.