



Case Study: Outback Steakhouse at Southcenter

Bloomin' Onions are not the only thing blooming at Southcenter Outback Steakhouse.



Company Profile

Outback Steakhouse is an Australian themed restaurant offering guests a variety of meal options such as steak, chicken, ribs, seafood, and pasta dishes along with its famous bloomin' onion appetizer dish. Located in the suburbs of Seattle, Washington, Outback Steakhouse at Southcenter serves dishes using fresh and high quality ingredients.

Challenge

With the minimum wage requirement continuing to rise in the state of Washington, Outback Steakhouse needed a solution to help reduce operational costs. Furthermore, they wanted a solution that would improve staff efficiency, increase sales, and enhance the overall customer dining experience.

Solution

The leadership team chose Presto because of its wide range of capabilities that would help sustain the restaurant and improve its business processes. Soon after deployment of Presto tablets, Outback Steakhouse started noticing a positive impact on customer satisfaction ratings. The return on investment was also quick, resulting in a strong impact on the restaurant's bottomline.



Before the deployment of Presto tablets, our total cost of sales for front-of-house (FOH) operations was around 10.5 percent. This dropped to 8.8 percent with Presto, which is very significant in our industry.

Kevin Manderscheid

Managing Partner

Outback Steakhouse

Benefits

Lower Cost of Sales for FOH Operations

Using Presto, Outback Steakhouse was able to reduce its total cost of sales for front-of-house (FOH) operations from 10.5 percent to 8.8 percent.

Improved Employee Retention

As a result of the lower total cost of sales for FOH operations, the restaurant now has more cash left over for employee salaries. They used some of this cash to increase cooks' wages, resulting in a reduction in employee turnover and improved satisfaction.

Higher Table to Server Ratio

Outback's table-to-server ratio was 4:1 before the deployment of Presto. For some servers, the ratio now is as high as 8:1 - helping them generate more tips. Despite this increase in productivity, the restaurant is still able to serve customers at the same level of efficiency. And customers enjoy the dining experience better than before, resulting in an increase of 17 percentage points in the overall customer satisfaction score.

Yelpers Love Presto

Outback Steakhouse at Southcenter saw a significant positive jump in its Yelp reviews after the deployment of Presto. Some customers even mentioned the Presto tablet in their reviews.



They have a really neat new computer like tablet on each table with games, trivia, etc. The coolest part is you can pay right at the tablet and review the bill.

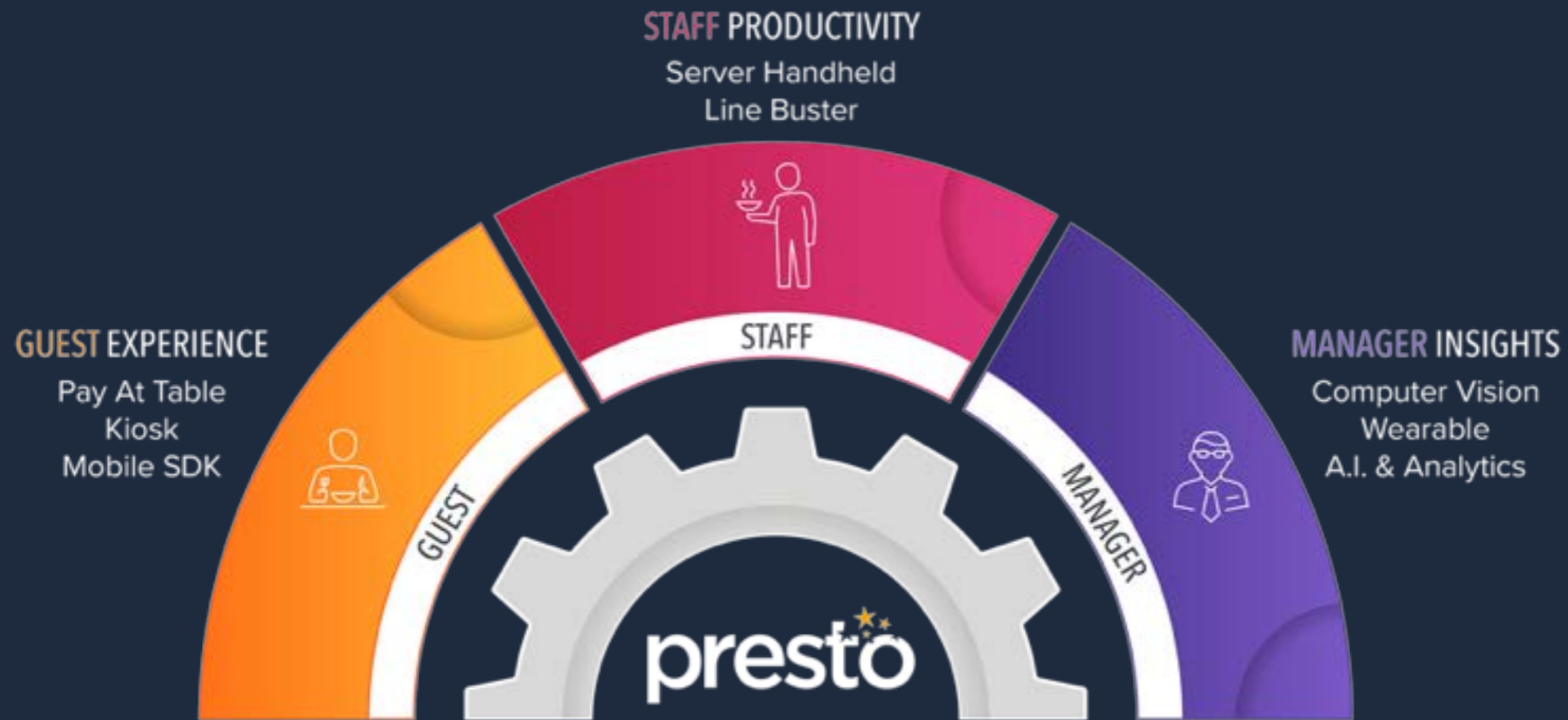
Customer

Yelp Review

Outback Steakhouse at Southcenter

Result

By deploying Presto, Outback Steakhouse at Southcenter has been able to slash its overall restaurant operational costs, combat rising minimum wage costs, improve the work environment for its employees, and enhance the overall customer dining experience.



CONTACT US

For more information on this case study or to schedule a product demo, please contact us.

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