

presto

## Case Study: Apple-Metro in NYC

Apple-Metro Leverages  
Presto Devices to  
Maximize Labor Savings

---



## Company Profile

Apple-Metro, Inc is the exclusive New York Metropolitan Area franchisee for Applebee's Neighborhood Grill & Bar®. Their portfolio currently includes 34 Applebees' restaurants in the five boroughs of New York City, Westchester, and Rockland Counties. The mission of Apple-Metro is to guarantee each and every guest the ultimate experience by providing extraordinary service, delicious food and savory drinks in a fun-filled and friendly atmosphere.

## Challenge

As the cost of labor continues to be a strenuous burden to restaurant operators, many are turning to order and pay-at-table technology to maximize labor savings. In fact, employment growth in the state of New York dropped to 1.3 percent in 2016 and fell even further to 1.2 percent in 2017. Apple-Metro wanted a way to decrease the staff they had on hand during shifts to obtain more labor savings. Looking to not jeopardize the dining experience, they needed a solution that would enable them to improve operations as well add an enhanced guest experience through tableside ordering and payment functionality.

## Solution

Apple-Metro's implemented Presto as it offered a flexible way for guests to control their dining experience as well as ultimately reduced the number of labor hours on hand.

“ Decreasing the amount of FOH staff on hand seemed intimidating at first, however, the Presto tablet has been instrumental in helping us reach our goal to lower our total labor costs.

**Randy Liss**

*Director of Information Technology*

*Apple-Metro*

Because the Presto device allows guests to order and pay at their table, not as many servers are required during shifts. Wanting to adjust their service model, Apple-Metro turned servers into concierge representatives. By not only improving front of house efficiency as well as the server role within the guest experience, servers are able to allocate much more time towards guests instead of performing administrative tasks such as taking orders, entering orders into the POS Station, and processing guest checks.

## Benefits

### Boosted Labor Savings

With each server trained to use the devices effectively, Apple-Metro operators were able to allocate less servers to more tables. Reducing staff at hand, Apple-Metro was able to make changes to their labor model and cut excessive labor hours.

### Data-Backed Efficient & Productive Operations

With a higher rate of surveys filled out as well as additional data collected on server performance, guest satisfaction, time spent per table and much more via Presto, Apple-Metro owners were able to make data-driven decisions several times faster.

### Elevated Dining Experiences

Transforming their technology from the age of brick and mortar to the age of millennials, Apple Metro was able to elevate their dining experience with Presto to a more intimate server-guest experience by improving their restaurant traffic with the reduction of wait-times by 1.7 tables during full capacity hours.

Implementation of Presto signals to guests that Apple-Metro is taking a more modern and futuristic approach that caters to more audiences such as millennials and generation X. Taking advantage of the survey reports that the Presto device delivered, Apple-Metro operators noted

an increased volume of appreciation from guests, citing how guests enjoyed using the Presto devices as a hub for their voice.



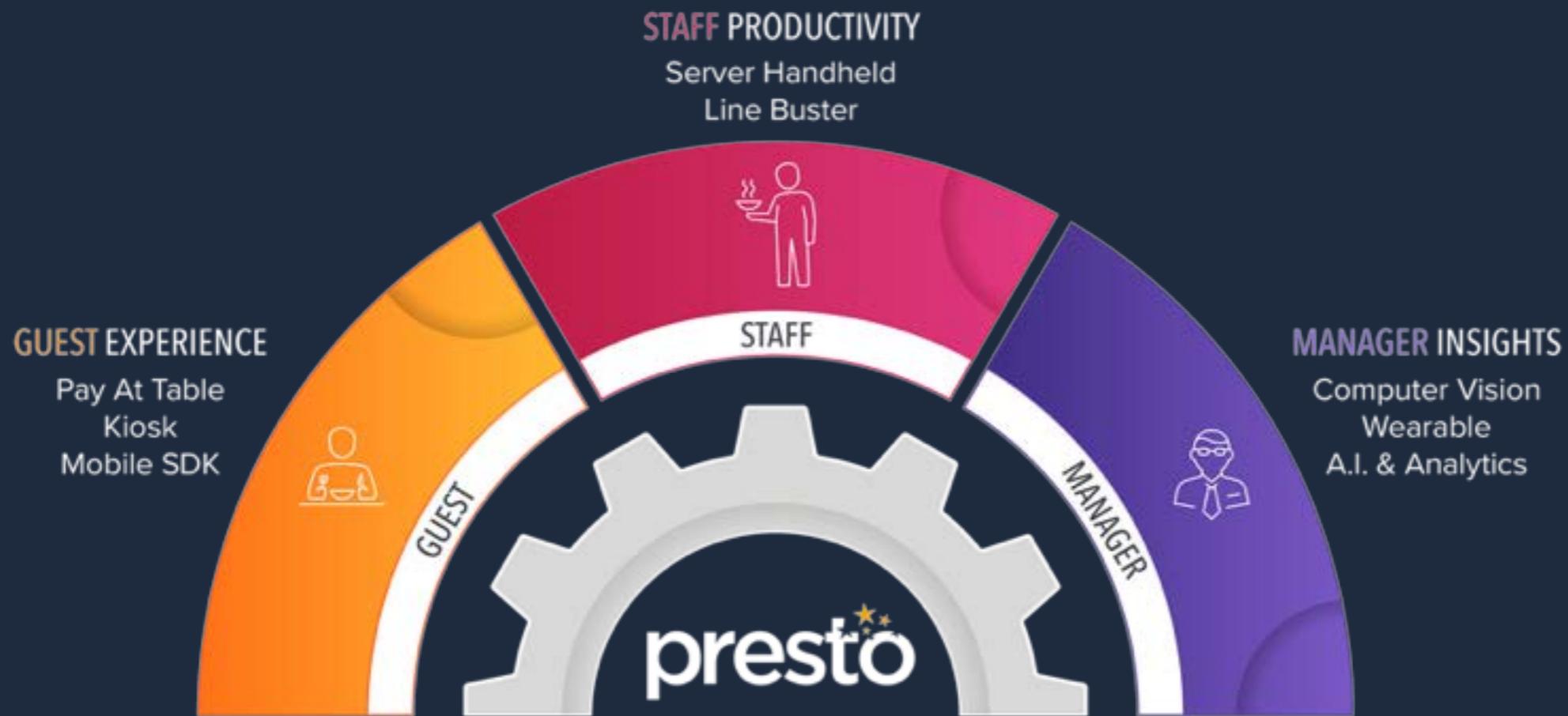
The cost of labor due to rising minimum wage has become a real burden and has impacted our bottom line. The Presto tablet not only provides guests with added flexibility and control when they dine at our restaurant, but it has made a significant impact in optimizing aspects of our business.

**Randy Liss**

*Director of Information Technology  
Apple-Metro*

## Result

Using Presto in all 34 locations, Apple-Metro successfully operated with two less FOH staff on hand per shift. In order to recognize true labor savings, it was vital for guests to use the Presto device to its full potential. Trying to reduce additional server labor time, guests were required to order and pay from the Terminal. Furthermore saving a total of X labor hours, servers increased their table ratio from one server for every four tables to one server for every 10 tables. Consequently by optimizing operational efficiency to maximize labor savings and productivity, guest dining experiences are elevated rather than jeopardized.



## CONTACT US

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

Email: [info@presto.com](mailto:info@presto.com)  
Phone: (650) 817-9012  
Website: [www.presto.com](http://www.presto.com)

© 2019 Presto. All Rights Reserved. Product specifications are subject to change without notice.