



# FISH & CO. PRODUCTIVITY CASE STUDY



# Fish & Co. Productivity Case Study



Over the last 24 months, Fish & Co. has focused considerable resources to enhancing its operational efficiencies and productivity while improving the dining experience at Fish & Co. restaurants.

## **Streamlining Ordering Process for Fish & Co. Restaurants**

Fish & Co. went to the root of the issue by breaking down the time spent on customer and server interaction. Based on customer feedback and study, Fish & Co. identified that the ordering process takes up a significant amount of customer-server interaction time compared to other forms like the delivery of food and bill payment. Fish & Co. hence saw an opportunity to streamline the ordering process to quicken the process of getting customer's orders onto their table.

The usual ordering procedure at most food outlet starts off with the servers writing down the customer's orders on the order pad before proceeding to an available Point Of Sales station to key in the order. This process takes four minutes and twenty seconds on average for a table of two or three.

During peak hours, productivity of servers drops drastically. This is because Point of Sales stations might not be readily available and servers might have to wait in line for up to two minutes for their turn at the Point of Sales station to key in their orders. While this might sound insignificant, this can result in up to a 50% increase in waiting time before food arrives at the table.

## **Using of Technology to Increase Productivity during Ordering**

Fish & Co. introduced the **iPod Touch ordering system** which allows the server to transmit a customer's order directly into the Point of Sales system which is connected to a printer in the kitchen. As each server is equipped with the iPod Touch, there is no delay during peak hours and the use of Point of Sales stations is cut out of the order chain.

As a result, ordering time is reduced by three minutes, decreasing the time needed for ordering by almost 65% for a table of two or three, and five minutes for groups bigger than that. The significant time saving allows servers to attend to the customers' other needs which might include topping up their water and serving condiments.

Fish & Co. has also introduced an alternate system which allows customers to self-order. The **iPad ordering system** allows customers to order their food without the help of any server. Browsing through the Fish & Co. electronic menu on the iPad, customers can easily pick out of their choices and place an order for it. The food orders are sent almost simultaneously to the kitchen printers for the cooks on the line to process.

The iPod Touch/iPad ordering system was launched in 2012.



### **Mobile Payment**

Further customer feedback and study shows that an area where customers' overall experience can be further enhanced is the bill payment process. Typically, at a full service restaurant like Fish & Co., customers often have to wait for servers to print and send their bills to them from the Point of Sales System, bring the bills back to the cashier for processing and returning the processed bill for signature or change. During peak hours, this process can be lengthen considerably, resulting in long waits for customers who are eager to leave the restaurant to attend to other issues. Fish & Co., together with our payment terminal provider and POS vendor, has developed a **Mobile Payment** process available at some outlets since February 2014. By allowing customers to settle the bill at the dining table right after the meal without servers having to access the Point Of Sales System or cashier to print the check, reduces processing time. With the help of a small palm size mobile terminal, servers can process the credit card payment and issue the bill in front of the customer in a timely manner reducing billing time by up to three minutes.

With the above technological improvements made to the ordering and bill payment process, time and manpower has been significantly reduced. Time savings acquired translated into improved service from servers who can attend to the customers' other needs, improving the dining experience. Processing credit card payments on the spot in front of customers is also reassuring as customers do not lose sight of their credit card during the whole transaction process and also hastens the entire bill payment experience.

By providing staff with the right tools and training to better perform their daily tasks, Fish & Co. servers are able to perform their tasks more efficiently and have more time to attend to customers thereby enhancing service standards and shortening wait times for customers.

### **Outlet Inventory system**

Introduced in 2012, the outlet inventory system allows Fish & Co. to electronically track all its goods movements including purchases, transfers, wastages and usages. Order submissions to suppliers are transmitted via computer fax or e-mail and are updated progressively when goods have arrived.

A detailed food cost analysis is available at any point in time, including comparisons between actual usage and theoretical usage, information retrieved from the Point of Sales systems used to place customers' orders. This system has been able to provide thorough food cost reporting and reduce the need to input data manually as compared to the Excel-based tracking which was used previously and is still common practice amongst many food and beverages outlets.

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**About Fish & Co**

Established in 1998, Fish & Co. is a casual, family restaurant chain serving fresh seafood in a pan. This unique dining experience drew inspiration from the simple practices of the fishermen in the Mediterranean; who caught seafood fresh from the seas, cooked and ate the freshly cooked seafood immediately from the pan. Designed with a casual, nautical ambience, Fish & Co. restaurants, together with her friendly crew, are cheery, inviting and warm. At Fish & Co., all seafood is prepared in a simple and straightforward manner. Using only the freshest fish and seafood, as well as natural ingredients like olive oil, herbs and various spices from around the world, Fish & Co. has been delighting customers with great tasting meals in generous portions and warm, friendly service - true marks of quality and value. For more information on Fish & Co. visit our website at: <http://www.fish-co.com> or alternatively, follow us on Facebook at: <http://www.facebook.com/fishandco.sg> for the latest news.

**Locations:**

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Bugis Junction #01-90, Tel: 6338 2836  
Changi Airport Terminal 2 #036-058, Tel: 6546 4485  
Clementi Mall #04-33/34, Tel: 6659 0049  
Downtown East #01-40B, Tel: 6583 3039  
East Coast, 91 East Coast Road, Tel: 6440 5337  
Glass House, The Park Mall 01-24, Tel: 6334 1858  
Jurong Point #03-34, Tel: 6898 4248  
NEX Mall #01-10/11, Tel: 6634 4230  
Novena Square #03-11, Tel: 6255 7001  
Paragon #B1-35/36, Tel: 6733 0938  
Sembawang Shopping Centre #01-01/02, Tel: 6481 9192  
Tampines One #04-11, Tel: 6260 0183  
VivoCity #02-116, Tel: 6224 3176

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