

SybizVision

Point of Sale



Sybiz Vision Point of Sale: Helping keep Chooks fresh & tasty

Chooks fresh & tasty is a national takeaway food franchise specialising in high quality barbecue and fried chicken meals. Based in Perth, Chooks promotes itself to prospective franchisees as a low cost operation that prioritises operational efficiency. There are Chooks franchises across Western Australia and Queensland, with additional outlets in the planning stages.

Chooks adopted Sybiz Vision Point of Sale (POS) to provide both franchisees and Chooks management with state of the art information tools for managing key aspects of day-to-day operations. High flexibility and the ability to customise extensively were central factors in Chooks' decision to adopt Sybiz Vision POS.

Eliminating time consuming manual processes

Prior to installing Sybiz Vision POS, Chooks stores relied on a range of labour intensive, paper-based processes to collate key business information. At the end of each day, each store compiled sales data from till summaries, manually entering the information into forms that assisted them to assess key parameters (such as stock consumption, stocktaking and trading performance). Completing these forms typically took between 30 and 60 minutes every working day after the close of business. Chooks' head office received a faxed summary of this information from each store each week, but this did not include detailed product and sales information, which limited its utility.

Recognising the limitations and inefficiencies of these manual systems, a number of key objectives were set for the Sybiz Vision POS implementation. These included:

- Provision of a complete Point of Sale and integrated KPI reporting system for each store.
- A facility to provide head office with real-time sales and financial information from each store.
- The design of a customised user interface employing touch screen technology.
- The ability to 'broadcast' product pricing to all stores from head office.
- The ability to deploy the system gradually, with support for legacy equipment already in operation, while allowing progressive migration to the new system when required.

Implementation

Following the decision to adopt Sybiz Vision POS, Sybiz Authorised Business Partners – Accounting & IT Solutions (which had developed the business opportunity) spent time with Chooks' management to identify and prioritise requirements. These were incorporated into a specification brief that was built into the software by Sybiz and then implemented by Accounting & IT Solutions. The initial roll-out included the supply of integrated systems in five stores with the remaining 20 retaining their existing tills and performing some manual data entry as a transitional process. (These stores will migrate to the complete Sybiz system as their existing tills become due for replacement.)



SYBIZ CASE STUDY: Helping keep Chooks fresh & tasty

The fully integrated system is based on a Microsoft Windows® XP computer running the Sybiz Vision back office software. This is connected to the Sybiz Vision POS touch screen system at the front counter and an LCD monitor in the kitchen, to allow orders to be prepared immediately. A subsequent enhancement involved extending the facility to incorporate a drive-through service option.

With each store having a roster of approximately 30 employees (mostly part-time), making the touch screen system easy to use was essential. According to Chooks' Franchise Manager, **Alberto Dei Giudici**, Accounting & IT and Sybiz were extremely successful in achieving this key requirement: 'The interface was developed specifically for us and new staff members find it very easy to use. They only need to be shown how to use it once and no additional training is required.'

The initial deployment was completed within just four months of the initial requirements analysis.

Using information to boost business

Providing Chooks' management and franchisees with timely and accurate information was an extremely high priority. A real-time statistical utility details each store's sales on an hourly basis. While this information is essential for routine tasks such as forecasting and inventory planning, it also provides franchisees with a powerful tool for optimising sales and staffing levels.

'Using this information, each franchise owner or the head office can easily set up messages on the Point of Sale touch screens, reminding the sales operator to promote products that have not sold as strongly as they ought', says Chooks' General Manager **Linda Steele**. 'These prompts are very effective at boosting the sales of specific items and the messages can be varied in a matter of seconds to suit sales patterns at any time.'

'We have all the numbers at our fingertips'

The same data is also sent to Chooks' head office electronically to provide a detailed picture of each store's performance and to build up information on market trends. Accounting & IT Solutions also developed a range of reports designed to Chook's specific requirements. According to **Alberto Dei Giudici**, these tools are invaluable for providing franchises with a high level of support: 'If a particular outlet is not performing as well as it should, we can see this straight away and make recommendations to improve results. We have all the numbers at our fingertips'. The system also supports the creation of additional custom reports in the future.

With the new tools, this data collection occurs transparently and automatically within the completely integrated system. What's more, a process that used to require up to 60 minutes a day is now completed in less than five minutes.

Valuable differentiation in a crowded market

Successful franchises such as Chooks undergo a fairly consistent growth pattern. Typically, they reach a certain stage of development where they begin to attract a great deal of interest from prospective franchisees - this usually happens just before they enter a rapid expansion phase.

According to **Linda Steele**, 'Chooks is at that stage now. Increasingly we are finding that prospective franchisees are experienced business people with a sophisticated view of how IT can add value to a business. Our Sybiz system demonstrates that we are professionals who are managing our information for better business outcomes - and that makes them more confident of the return on their investment.'

For more information:



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