

case**history**



vodafone

CLIENT

Vodafone Germany

SECTOR

Hospitality

NO. OF EMPLOYEES

11.000

TURNOVER

9.6 billion euro

WEB SITE

www.vodafone.com

SOLUTION:

POS system

Ordering solution

Quick and easy ordering at Cafè Ferdinand with **Zucchetti's solutions**

Vodafone Germany is one of the largest and most modern telecommunications providers in Europe.

Its modern service concept extends into Cafè Ferdinand, which is operated by the caterer Aramark. Guests can experience the touch of innovation at each table: 20 stylish Sony Xperia tablets are currently available at the seats and invite guests to try and use them for free internet access. All tablets are equipped with a digital menu, which can be used to select and order coffee and other items.

 **ZUCCHETTI**

www.zucchetti.com

CLIENT'S REQUIREMENTS

Vodafone and Aramark needed a user-friendly ordering and payment system that simplified processes and improved customer experience. An innovative payment system was required, that was able to show customers new possibilities and to present products that are not available anywhere. Time saving was a mandatory requirement of the new solution, since waiters wasted a lot of time in collecting orders and clients had to wait in order to pay.

ACCOMPLISHED PROJECT

Zucchetti developed the software for online orders and realized the design of the interface in the style of Café Ferdinand, where 20 places have been equipped with tablet PCs. Here, guests can order from easy-to-use menus with multi-touch interface: when selecting the specific icon, an application completely designed in the style of Café Ferdinand opens, clearly showing a variety of items. After selecting the desired item, a receipt is displayed on the screen. Alternatively, the waitress can be called by simply touching a button.

The enabling technology for the mobile solution is Zucchetti's modern point of sale software DroidPOS provided by TCPOS, a complete online and offline sales solution based on the operating system Android, running on all major tablet platforms, that enables its software to run also on tablet PCs and smartphones and not only on traditional cash registers. After consumption, guests pay the waitress with either cash or credit card using a mobile credit card terminal. The payment is processed at the Zucchetti's POS system, complemented by a POS printer, that besides displaying articles and receipts, it can also offer a table plan and the usual features in catering functions such as bill splitting and the creation of discounts.

After an initial training, staff members are now familiar with the system. The tablet solution simplifies processes and saves time, because the waiter does not have to walk to the table to pick up the order.

The proven co-operation between Vodafone and Aramark and Zucchetti was absolutely positive and in future further innovations such as payment via Mobile Wallet will be implemented.

WHY ZUCCHETTI?

**Stephan May from the Organization
Department of Aramark**

„The idea is to offer customers a unique experience that goes beyond the normal shop and the usual style of a coffee shop. We are excited by the opportunity to make the coffee shop more attractive, by displaying modern devices from Vodafone. From the beginning, it was clear that the solution was supposed to be deployed with a modern POS system. We realized that particularly young guests use the tablet without any hesitation and the system works very well.“