



# SMART RESTAURANTS NEED SMART TECHNOLOGY



call systems  
technology

Passionate People. Proven Solutions.





Enhance the  
**guest experience**



Increase **staff**  
**productivity**



Transform  
your **ROI**



**Flexible**  
**solutions**



Dedicated  
**help desk**

## ABOUT CST

Call Systems Technology Ltd (CST) specialise in innovative communication technology and software solutions that transform and enhance the hospitality and retail experience – for both customers and operators. As communication partners to over 15,000 system users we believe our success stems from our ability to listen and understand customers' on-site communication requirements. Our ethos of working with and working for passionate people in the industries we serve is second only to our innovative technology and world class customer care.

Did you know people are reluctant to join a queue of more than six people? Customer pagers allow you to introduce guests to the invisible queue, whilst creating a physical tie to your restaurant, industry proven to result in fewer guests walking away simply because they see a queue. Hand a pager to anyone waiting for a table and they're free to wander nearby or visit the bar for a drink, when their table is ready the host can instantly notify them via an easy to use transmitter. The CustomerCall IQ system consists of slim and compact pagers, which offer space for an advertising or branded insert. Made to withstand harsh kitchen environments, the pagers are designed to improve guest flow and staff productivity while eliminating loud announcements.

“ The pager totally eliminates walkaways – it's like a binding contract with the customer. Because you've handed them the pager, they feel duty bound to give you their business.”

Giraffe



Boasting all the same great benefits of queue management, EuroCoasters are an alternative to IQ pagers, ideal for premises with limited space. Because pagers stack on top of each other they take up minimal space on a host stand, whilst maintaining a more peaceful restaurant environment and helping boost profits. Alternatively, for restaurants where customers pick up their order at the counter EuroCoasters can be utilised to let diners know when their food is ready. Staff no longer need to shout order numbers or remember who ordered which meal, increasing speed of service and food quality.

“It was an easy decision to make to adopt the paging technology, paging allows us to serve double the amount of customers.”

**Prime Burger**



Keep managers, chefs and waiters in direct communication and working more efficiently with a WaiterCall paging system. When meals are ready to be served the chef uses a kitchen transmitter to send a silent message to the appropriate waiter's pager. The pager vibration signals the exact moment an order is ready to be collected, eliminating the time servers waste walking to and from the kitchen pass, whilst ensuring food is served at the optimum temperature. If meals are not collected within a specified time the system will page the waiter up to three times before a manager is automatically notified. Servers handle tables more productively and are able to spend more quality time with guests, selling more and keeping them satisfied.

“ Food goes out quicker and hotter and our waiting staff are not making wasted trips to the kitchen, which means more time to spend with patrons.”

**Beefeater Restaurants, Whitbread**



Ideal for replacing inefficient table flags and removing congestion at the counter, the Vuze table location system uses active RFID technology to identify where a customer is seated so food can be delivered promptly. Perfect for counter service restaurants, the Vuze system can be utilised by handing customers a guest tag when ordering or by having guest tags at self service kiosks. An easy to use software system displays customer locations allowing servers to quickly find the correct table to deliver food. Because the system updates in real time servers are also able to locate guests on the move, whether they are switching tables or getting a drink. Vuze tracks and stores important analytical data, such as food delivery times, to help operators manage staff and restaurant activity.

**TECHNOLOGY OF THE YEAR**

Fast Casual Magazine  
Winner 2015

**APPLIED TECH AWARD**

QSR Magazine  
Winner 2016



Give staff instant and reliable communication with two-way radios, the exceptional sound quality allows team members to uphold the highest level of customer service by rapidly responding to customer needs and requests. Noise suppression technology filters out external sounds to ensure communication is always precise, even in the busiest restaurant or hotel. Staff no longer need to be in one central location to communicate and because messages and requests are being delivered immediately staff are able to re-master their productivity and efficiency.

“ Our new radios work extremely well. We now have direct communication with each other, as well as with front of house & banqueting staff within the hotel.”

**The Sheraton, Edinburgh**



Strategically located within restaurants and hotels, call buttons enable customers to request service with just one press, enhancing both profits and guest experience. Buttons placed on dining room tables encourage diners to order additional food and drinks without having to shout for assistance. Once a call button is pressed a signal is transmitted directly to a panel or pager which notifies staff of the exact table or location requiring service. Utilise call buttons in outside dining areas where customer requests can sometimes be missed or throughout hotels to increase staff productivity.

“There’s less irritation all round now we’ve installed call buttons. It used to be a nightmare here in busy periods, but now the waiting staff know exactly where to go and when.”

**Ek Maya Restaurant**





Gen2 is a revolutionary real time messaging software solution that unifies all communication channels. The server based system directs messaging between staff whilst integrating with equipment and controls. Taking data from access control systems, fire panels and CCTV systems, Gen2 routes them to the desired contacts, either an individual or an entire group. Whether it's a status update or a life-safety alert, you can be confident the right people will receive the information. Users have complete control; messages can be easily formulated using the Qwerty keyboard or can be chosen from a pre-set list. Quick keys can also be added allowing users to send a message with one click.

“ Every hotelier knows communication is key to running a successful operation. Gen2 has helped us to better connect our teams with each other as well as to our guests, ensuring we continue to offer the very best customer experience.”

**Handpicked Hotels**



The new range of JTech customer pagers are a cost effective way to manage queues and enhance the guest experience.





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