



## **PURE Taqueria Manages Wait List with NCR Guest Pad Making Everyday Easier for Staff and Customers**

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*Free iPad® app easily manages wait list, delivering increased customer satisfaction*

DULUTH, Ga.--(BUSINESS WIRE)--May. 15, 2013-- PURE taqueria, one of the most popular Mexican restaurants and Tequila bars in metro Atlanta, is making life easier for its guests with NCR Guest Pad. Guest Pad is an iPad® application which provides mobile wait list and reservation support for restaurants. The innovative stand-alone app delivers a simple way for restaurants of all types to manage walk-in parties, call ahead requests and reservations.

With five locations in Atlanta, and extended wait times during peak hours, PURE taqueria replaced their manual 'pen & paper' wait list with NCR Guest Pad and immediately saw positive results for their guests.

"The staff quickly adopted NCR Guest Pad with very little training," said Dan McCusker, General Manager, PURE taqueria Alpharetta. "The app is very intuitive and delivers consistent and dependable wait time estimates. Guest Pad notifies our hostesses if the quoted wait time is approaching, allowing them to make better decisions during our busiest times."

The Guest Pad waitlist process has improved the efficiency at the door, allowing PURE's hospitality staff to focus on the guests keeping them happy, even if they have to wait for a table.

"It is easy to add guests to the wait list and the app automatically tracks our quoted wait times," said McCusker. "It keeps our team members, who work the door, better informed. Our new hosts or hostesses can identify repeat guests and regulars and immediately see details about them, like birthdays and anniversaries."

"We are better able to deliver a consistently great guest experience – from the moment they walk through our doors - by managing their expectations and knowing a little bit more about them," said McCusker. "We then have the ability to bring individualized service to each party. With easy access to the special information in Guest Pad, we can provide specific menu recommendations to many of our guests, personalize the experience and create new 'regulars' more often."

"Cultivating customer loyalty continues to be a big challenge across all restaurant segments," said Kim Eaton, SVP and GM of NCR Hospitality. "Using NCR Guest Pad, PURE delivers personalized service that helps them stand apart from their competition and create an exceptional dining experience – beginning the moment customers are greeted."

NCR Guest Pad can be downloaded from iTunes® free of charge and works independent of a point-of-sale system.

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