

Jason's Deli Delivers Food Faster With Table Tracker

Jason's Deli was founded in 1976 with a commitment to fresh food delivered directly to the customer's table. Food delivery was managed using a basic number card system. Order takers would hand the customer a card to place on their table. When the order was ready, food runners would search for the number given to a particular customer.

An Opportunity for Improvement

One day while visiting a competitor's restaurant, several employees at Jason's Deli noticed a new solution called Table Tracker being used to deliver food.

Table Tracker is a table location system that helps fast-casual restaurants identify where guests are sitting. Instead of number cards, guest are given wireless Trackers that send the guest's location to a kitchen display, effectively eliminating the need for food runners to search for guests.

Michael Johnson, Regional Manager at Jason's Deli, describes his initial reaction to Table Tracker as "a system that helped improve the customer experience" and something that Jason's Deli "had to implement."

Immediately recognizing its potential impact, he decided to test the product in one of his locations.

Delivering Food Faster

At Jason's Deli, Table Tracker hasn't just made delivering food easier, its made it faster.

According to Michael, the implementation of Table Tracker has produced immediate improvement.



"Every fast-casual restaurant should have Table Tracker."

Michael Johnson,
Regional Manager
Jason's Deli



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“We shaved a full minute off ticket times,” he says. “Table Tracker has given us the ability to prioritize orders and deliver food faster.”

Instead of searching for guests, food runners know exactly where customers are sitting so they can deliver food immediately.

Another reason for reduced ticket times is Table Tracker's goal setting feature, which displays indicators when a time expectation is exceeded.

“When an order is delayed, everybody knows it,” says Michael.

“Table Tracker has given us the ability to address an order with the customer before they get frustrated.”

Reporting & Analytics

Table Tracker also helps Jason's Deli collect important information about its food delivery times. Using Table Tracker's reporting tools, Jason's Deli store managers and corporate employees can identify trends and pinpoint opportunities for improvement.

Michael appreciates his newfound ability to track order performance end to end.

“There are systems out there that measure production times, but Table Tracker helps us measure the guest experience from order to delivery,” he says. “The system makes it easy to benchmark where we are and where we need to improve.”

A Positive Investment

Jason's Deli is careful to invest in new technology and Table Tracker was no exception. Luckily for Michael, the investment has been easy to justify.

Since its implementation, Jason's Deli has seen improvements in operations, staff efficiency, food delivery and customer satisfaction.

Needless to say, Michael describes Table Tracker's ROI as fast.

For Jason's Deli, the decision to invest in Table Tracker made both operational and financial sense for the future of the organization.

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Looking Forward

Thanks to Table Tracker, Michael Johnson's restaurant is running better than ever, but he's not finished. The success with Table Tracker has prompted him and his team to think bigger.

"We are defining the steps we want to measure and goals we want to hit companywide. Jason's Deli has hundreds of stores that can benefit from using this system."

Michael Johnson makes his opinion of the product very clear — "every fast-casual restaurant should have Table Tracker."

For more information visit **tabletracker.co.uk**



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