



Table Tracker

Long Range Systems UK Ltd

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Table Tracker is currently used
in M&S Café throughout the UK.

✓ ORDER

A Table Tracker is started and handed to the customer at the time of order.

✓ LOCATE

The Tracker reads tags on the customer's table and broadcasts its location.

✓ DELIVER

The food runner checks the order view and delivers the food to the right table every time

✓ ANALYSE

Management can review stats and set benchmarks and make informed decisions.



What is Table Tracker?

Table Tracker is an advanced table location system specifically designed by LRS to speed up food delivery in fast-casual restaurants and cafes, elevating the guest experience dramatically.

Here's how it works: Food runners simply check the Table Tracker screen so that they can immediately locate the order and the corresponding table on the provided map, delivering food faster and more efficiently.

Customers get their fresh, hot food faster so there are no refunds for late orders or cold food. Waiters no longer have to wander around the restaurant looking for table numbers, table tracker does all the hard work for you!



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API Integration

Table Tracker can be integrated into your other operational software for a more streamlined approach to locating customers.

Easy for customers

Simply placing the Table Tracker anywhere on the table sends their location.

Passive RFID technology

No batteries to replace at the table.

Flexible Installation

DIY or fully managed installation options

Full Table Coverage

Placing trackers anywhere on the table sends the location.

Pinpoint Accuracy

Staff knows exactly which table to go to. No zones or areas to search.

Goal Setting and Reporting

Goal summary reports make it easy to monitor each restaurant location's delivery metrics against overall corporate goals.

Manager Alerts

Managers can receive text alerts when orders aren't delivered in a timely manner, or when performance metrics are dipping below expectations.



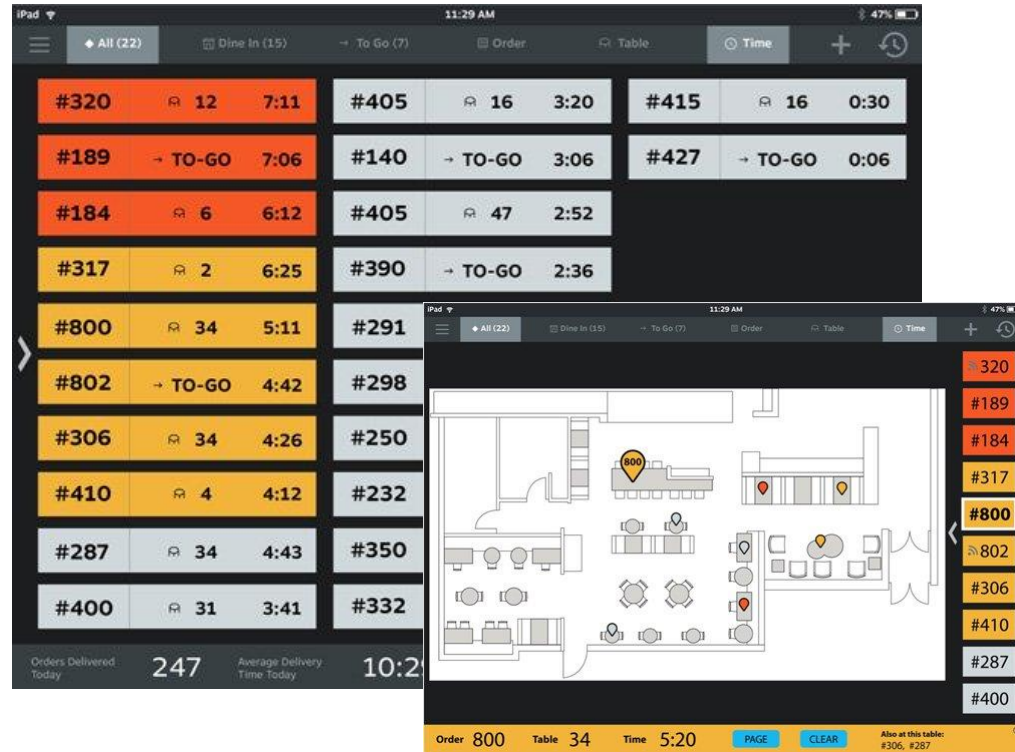


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SCREEN

Set up one or multiple iPads on your restaurant to see orders pending delivery. Orders are colour coded indicating how long customers have been waiting.



GRAY

Normal – On time

YELLOW

Target delivery time is approaching.

RED

Past target delivery time.



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"It's the best investment I've made this year."

Johnny Carrabba | Owner & Founder
The Original Carrabba's & Mia's

Johnny Carrabba built his success in the restaurant business by focusing on two things: delicious food & great service. Unfortunately, food runners at Mia's were spending too much time looking for guests and shouting names, both of which disrupted the customer experience. That's when Mia's turned to Table Tracker. Today, food is delivered faster, the atmosphere is noticeably quieter and staff can manage their time more efficiently. Above all else, Table Tracker has Mia's reach its most important goal — providing a great experience for guests.



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

Michael Johnson | Regional Manager | Jason's Deli

At Jason's Deli, Table Tracker hasn't just made delivering food easier, it's made it faster. The implementation has produced immediate improvement, reducing ticket times by a full minute. Instead of searching for guests, food runners know exactly where customers are sitting so they can deliver food immediately. 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.



Reporting & Analytics

Our advanced reporting tool LRS Connect allows restaurants to view historical and comparative performance across locations. Customers also have access to our API for integration with existing systems.



Extended Warranty

Our extended warranty covers all Table Tracker hardware for up to three years after purchase date.



Customer Support

Table Tracker customers will receive great phone support with priority response time. Our support representatives will work with you until an issue is resolved.



M&S VIEWPOINT

'Table tracker has really helped not only with speed of service but also by identifying where we can probe speed of service and make informed decisions with additional resource or cooking equipment. Before table tracker this would have been purely anecdotal.'

'Now we can make investment choices based on facts'.

David Condliffe M&S
Group Hospitality Manager



LRS TABLE TRACKER AND M&S PLC

Long Range Systems is known for its paging systems but when Marks & Spencer PLC called us and decided to increase their customer service with a 'take to table' solution LRS could see immediately that their Table Tracker could be the perfect solution.

Following an introduction of the system to M&S they agreed to trial Table Tracker to see whether the solution could be a success in the M&S café environment.

Two M&S sites were chosen for the trials which lasted approximately 6 weeks. The results were spectacular and offered M&S an in-depth insight to their business in a way that was inconceivable before Table Tracker was installed.

Previous to the Table Tracker solution, M&S had been using the LRS customer call paging solution for some time. But customer paging could not work with a take to table solution. The alternatives are well known industry wide, such as table tents and numbering systems that can be ineffective. But Table Tracker solutions show exactly where the customer is located without anything on the table top which was an important consideration for M&S.

Table Tracker comprises of a screen, table trackers, a starter unit and clearing unit. Under table tags that need no servicing complete the solution. As the M&S trial proceeded it was clear that the benefits of the Table Tracker for M&S would change their understanding of their café operation and allow M&S to offer increased customer service while benefitting from improved efficiencies.

Lastly, Table Tracker data collected by M&S gave them the tools to have insights to their café operations that could not be achieved any other way. Service levels increased so dramatically that M&S rolled out Table Tracker to the rest of the United Kingdom.



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Table Tracker in Action.

Check out this demo video for table tracker in a M&S Café and see exactly how it works.

