Answers in italic

Link to Video:
https://drive.google.com/file/d/117nbeVKP5hkgWdwhczKf2qZoQrxfUchW/view?usp=sharing

Basic info

- Tell me a little bit about yourself. How long have you been at the restaurant?
  - *Nasir is a 35 year immigrant from Afghanistan*
  - *Had to take over restaurant to save an investment*
  - *Marketing, sales, business background*
  - *Learned business "on the fly."*

- What are some websites and apps you enjoy using and why?
  - *N/A*

- How do you browse the internet?
  - a. What devices do you use?
  - b. How much time a day do you spend on them? (This helps determine how tech savvy they are)
  - *N/A*

- What is your role and what responsibilities does it entail?
  - *Works on every aspect of the restaurant*
  - *Cooks, server, dishes, etc*
  - *Programs drinks and food in POS system*

- What does a typical day look like?
  - *See above*
  - *Works 7:30 am - 10:30 pm 7 days a week*
  - *Constantly trying to learn the POS*

- How big is your restaurant? No. of customers & employees? Different locations? Food trucks?
  - *$2.1 million in sales*
  - *35 employees*
  - *1 location*

Product Introduction

- What made them change/decide to go with us to begin with?
  - *First POS was Aloha*
    - *• loved the service*

> • *loved the front end*
> • *had to quit because it was Windows based and that created issues*
> • *hard to program the back end, wasn't cloud based*
>
> *Second POS was Clover*
> > • *issues with hardware and connectivity because of WiFi issues*
> > • *JP's was too big for them*
> > • *couldn't handle multiple printers or POS systems*
> > • *tech support was offshore and difficult*

    a. How long have you been with us?
    Less than a year (maybe)

- Are you happy with your choice or do you regret it?
  a. Why?
  b. What changes are you noticing because of the changes you HAD to make?
  N/A

- How do you use LBM and how does it impact your role?
  Only uses it to send food orders to kitchen

  a. Which tools do you use most often?
  Recently added online ordering, loyalty program adding gift cards

- How often or how much time a day do you use LBM?
  N/A

- Does LBM make your work more or less efficient?
  Less
  a. Why?
  Too many issues
  Need to get more advanced with what the industry is requiring. One service he really wanted was the QR ordering, it doesn't work well at all. Every time a customer orders their ticket has to be closed. It's very frustrating to customers.

- What do you think of LBM overall?
  a. What do you like about LBM?
  b. What do you dislike? (Take their dislikes and ask a few follow up questions)
  Too many to mention here

Features

- What tools do you find helpful for invoices, scheduling etc?
    - *Doesn't use these tools*

- One tool you can't live without? Inventory, invoice…?
    - *Doesn't use these tools*

- Are there third party tools you use to handle anything LBM does not?
    - *Uses a 3rd party system for clocking in and out for $100/month*
    - *Quickbooks for payroll*
    - *Had to use 4 systems to manage clock in/out*

- Anything we can ask re handling inventory purchase during covid
    - *Doesn't use LBM inventory*

- If there was one feature you could add, what would it be?
    - *Add all the ones that were referenced (scheduling, clock in, qr code/touchless, ability to use tablets for at table ordering)*

- Do you use customer engagement/social media & reputation management? (These tools have been proven to increase sales up to 27% and I don't know why merchants don't use them but are willing to pay hundreds for 3ʳᵈ party companies to do it for them.)
    - *Just started Loyalty program, too soon to tell*

- What type of Analytics would you like on the dashboard?
    - *None currently, he believes it would be a disaster as our tools don't track the data*

Business

- As a business owner, any new areas or goals excite you? (growing your business ideas - what's stopping you)
    - *N/A*

- What problems did you have in the last few months and how did you solve them?
    - *Biggest problem: lack of employees*
    - *Had to reduce hours*
    - *Had to reduce the menu options*

Closing

- What do you think would make someone not want to use LBM? (ask follow ups based on response)
  N/A

- Would you feel comfortable recommending LBM?
  No, not at this time. Only reason he's staying with us is he was promised improvements are on the way and doesn't want to deal with the idea of doing a different system. He has also been promised several of his issues are being worked on as part of forthcoming releases.

- Overall what can we do to make it better?
  Have everything automated in the POS

Additional Notes:

- *He really appreciates us taking the time to listen*
- *He feels programmers don't fully understand the restaurant industry and program things based what they think will work and not what they need*
- *Our system is not good for tracking clock in/clock out*
- *Our system doesn't follow California labor laws*
- *Has to use multiple systems to handle payroll (clock in/out, tips, etc)*
- *Software is not up to par because there are constant hurdles*
- *Always waiting on new updates so it will be a "dream POS"*
- *Online Orders Issues*
    - *Grubhub is not compatible with Harbor Touch and requires a separate tablet and printer for online orders*
    - *Uber Eats collects and keeps taxes, Harbor Touch also charges taxes at the same time causes bookkeeper to spend extra going through the system to figure the correct amount of taxes at $30/hr*
    - *Doordash had to cancel orders and shut them down because of a POS problem they detected, it cost him $100 in food. He then could not close the order Harbor Touch POS. Had to spend over 30 minutes on the phone with tech support and ended having to take a $35 loss.*
- *Believes the people putting the software together do not understand how a restaurant is run*
- *Skytab is not user friendly for servers, it prints too small and the screen is too small.*
- *We have some good solutions but not the right long term solutions for the industry.*
- *System is nowhere near ready for California labor laws, this prevents him from using the clock in system. California law is so strict he risks being sued for a missed 10 minute break.*
- *Inventory cannot be used to track alcohol sales, it's too rigid and not customizable.*

- - *Recommends a structure: "Super" Category > Category > Sub Category > Item > Modifier*
  - *Has to create a category for every item*
  - *Currently: Category > Item > Modifier*
  - *POS requires too much scrolling, should be better organized*
  - *Recommends time based system as well (breakfast, lunch, dinner)*
- *Would like ability to monitor POS live from the "back room"*
  - *Ability to see ticket information based on who opened and closed it*
  - *Entire "lifecycle" of a ticket*
  - *Cannot hold anyone accountable because no info is available*
  - *Provide more accessibility of all tickets*

Sanah's Notes:

JP (35 employees &
Single location
2.1 million sales
1. Open Sympson
2. Quickbook
3. Homebase
4. LBM

Online orders
Catering
Banquet
Alcohol sale is big - categories are not enough
Diff POS Systems
1. Aloha (loved it but it was windows based) : https://alohancr.com/aloha-pos/aloha/
2. Clover System (cloud based): https://www.clover.com/
3.

- Tips calculation in Harbortouch don't connect to quickbooks or to the employee schedule

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