

WHAT'S DRIVING YOUR GUESTS?

Your POS data has the answers.

AT LEAST **50%** of restaurants expect improved table-service sales and profitability in 2015**.

What are they doing that you're not?

Understanding guest trends and their appetites is the key. The faster and more accurately you access and analyze data about your business, the faster you'll be making data driven decisions that drive more guest spending.

- **Capture your share of guest spending** with functionality that effectively identifies and allows you to promote your most popular and profitable menu items.
- **Create guest loyalty** when you have the simple tools to assess staff performance and their proficiency when engaging guests.
- **Enhance your reputation** by identifying and eliminating unusual staff behavior that could be impacting guest experiences.
- **Transform the guest experience** with data that already exists in your POS. Distinguish which profit centers require changes in order to deliver more meaningful guest satisfaction.

It may seem insignificant, but even the slightest bits of data can be enough to arm your business with actionable information that improves guest satisfaction and reduces operational costs.

Whether you're a SaaS user of InfoGenesis™, or if you have the solution on premises, rGuest™ Analyze leverages your existing POS data to help you identify guest needs to drive an enriched guest experience.

Let's face it. Understanding guest behavior and what drives their purchasing decisions is critical in our line of business*.

Big Data and Restaurants. Something To Chew On. Restaurant.org/BigData
 *National Restaurant Association, Restaurant Trends Survey, 2014. <https://www.restaurant.org/Downloads/PDFs/News-Research/research/ForecastExecSummary2015-FINAL.pdf>



Contact your Agilysys Representative today.

ASK ABOUT THE WHITEPAPER

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ABOUT AGILYSYS

Agilysys is a leading developer and marketer of software-enabled solutions and services to the hospitality industry. The company specializes in next-generation point-of-sale, property management, inventory and procurement, workforce management, analytics, document management and mobile and wireless solutions. These solutions are designed to streamline operations, improve efficiency, increase guest recruitment and wallet share, enhance the guest experience and maximize revenue potential. Agilysys operates extensively throughout North America, Europe and Asia, with corporate services located in Alpharetta, GA, and offices in the United Kingdom, Singapore, Hong Kong and Malaysia. For more information, visit www.agilysys.com