

POINT-OF-PURCHASE

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Restaurant Tests Tableside Screens

By Erica Walkup

DALLAS — Cozymel's Mexican Grill is testing a new interactive payment application at its Grapevine, Texas, location. The technology, from Dallas-based TableTop Media LLC, allows diners to pay for their meal at the table at their convenience. They can also split the check, figure out the tip and print or e-mail the receipt. The restaurant has seen an increase in guest satisfaction, product trial and revenue since installing the solution.

In addition to making it easier to pay for the meal, the touchscreen can also suggest menu items, play movie trailers and allow customers to rate their dining experience. "We are seeing faster table turns, shorter wait times, repeat guests and operational efficiency across the board," Mike McPhail, general manager of Cozymel's-Grapevine, said in a release.

The application was designed to increase customer satisfaction and create new sources of revenue for the casual dining segment, which has shown slower growth in recent years.

"The capability to deliver relevant content to more than 400 million captive viewers per month, at the point-of-purchase with measurable results, creates a significant opportunity for our partners," Jack Baum, chairman and CEO of TableTop Media, said in the release. ■



This tableside screen allows diners to pay, split the check and figure out the tip without the help of waitstaff.