Why MicroSale?

Marcus Winters, owner and operator of O’Toole’s Irish Pub, needed a POS system that would give him total control over his business. He was looking for a program that included descriptive reporting, precise inventory control, and shift scheduling.

After looking at four POS systems, he chose MicroSale. MicroSale was the most user-friendly and overall had the “best bang for the buck”.

Solution

The bartenders were able to navigate through the system easily and complete transactions much quicker than before. Mr. Winters also found the frequent diner program to be extremely beneficial to the restaurant and helped drive more sales.

O’Toole’s set up two loyalty programs; a beer club and dollar plan. The beer club entices customers to try new beer and earn points towards a free beer. The dollar plan entices customers to spend more per visit and get a larger discount next time they come in.

Mr. Winters says that once he learned the system, it was very easy for him to create new menu items, change prices and run automated promotions. He adds, “I would recommend the system to anyone, it’s been great experience.”

After having success with MicroSale at O’Toole’s, he decided to switch his three other existing restaurants over to the same system.