

KEYS CAFÉ & BAKERY SAVES TIME AND MONEY WHILE PROVIDING A BETTER CUSTOMER EXPERIENCE WITH INGAGE.



PROBLEM

Keys Café & Bakery strives to provide memorable service, as well as quality food reminiscent of homemade meals cooked from scratch. But the family-owned restaurant struggled with low-profit margins, a rising minimum wage, increasing insurance costs, and additional costs of doing business. Also, because more customers use credit cards for payments than in previous years, owner Carol Gregory needed help adhering to credit-card acceptance and processing rules, which further impacted the restaurant's profits.

"I didn't have the money to hire more servers," said Carol. "I had to run my business lean while still providing the best dining experience."

SOLUTION

For more than 25 years, Carol worked with a traditional cash register point-of-sale system. Now, Carol uses the point-of-sale system installed by INGAGE.

"You have to change with the times and keep up with computers and technology," Carol said. "We had to change, and it's been a good change. I can't believe that I fought it for so long. I thought I couldn't learn a new computer system, but from the minute that INGAGE put it in, it took me only a day to really understand and learn it. It's really been a lifesaver."

INGAGE's program also helps Keys Café & Bakery offset the cost of card acceptance while staying compliant with credit-card processing rules. Furthermore, the technology solutions are "all-inclusive." There are no extra fees, repair costs, or big upgrades every few years.

"OVERALL, HOW WOULD YOU RATE
INGAGE ON A SCALE OF 1 TO 10?"

9.5/10

RESULTS



DIRECT COST SAVINGS

"With my prior service, I paid an annual fee, but then I also had to pay for software upgrades, repairs, and a new printer when it broke down," said Carol. "With INGAGE, the annual fee covers everything. There are no surprises."



HAPPIER CUSTOMERS

"Now that everything is more streamlined, servers make fewer mistakes," Carol said. "That means less food is being thrown away and customers are happier."



I GET EXCELLENT SERVICE WITH INGAGE.

I feel as though I'm their number-one customer.

Having a partner like that can make all the difference in the world for a small business.

Overall, I would give them a 9.5 out of 10."

Carol Gregory

Owner | Keys Cafe & Bakery



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