



iPad-based POS from eMobilePOS and PowaPOS Speeds Up Food Prep and Checkout at Red Mango

Background

Red Mango started serving frozen yogurt in 2007. Since then, the number of yogurt lovers has rapidly increased, and the company now has over 200 locations in the United States. The menu has also expanded to include items like wraps, salads, juices, and smoothies. In 2014, Red Mango premiered in Puerto Rico, opening four locations in San Juan.

Challenge

“We were looking for an affordable yet robust POS system for our stores in Puerto Rico,” says Mario Domínguez, area developer of Red Mango Puerto Rico. “The system had to handle all of the store-level operational needs, as well as automate the reporting of sales data to our corporate office.”

Each Red Mango store has limited counter space, so it was important that the POS hardware was compact. It was also essential that the solution was aesthetically attractive — to fit in with Red Mango’s modern design concept.

“As a fast-paced, quick-service business with a lot of part-time staff, it was also critical that the POS system was easy and intuitive to use,” continues Mario.

Solution

Red Mango chose the eMobilePOS software that turns Android and Apple iOS tablets into full-feature POS terminals. To create a complete point of sale system, eMobilePOS partnered with Powa Technologies, using the fully-integrated PowaPOS T25, which incorporates all common retail peripherals into one compact, elegant design.



INDUSTRY

- Quick-service restaurant

LOCATION

- San Juan, Puerto Rico

OBJECTIVES

- Speed up food preparation and checkout, significantly reducing the waiting time
- Automate the reporting and accounting process
- Find a stylish, compact POS system that fits with the Red Mango modern design concept

SOLUTION

- iPad Air running eMobilePOS with real-time connection to QuickBooks
- PowaPOS T25 all-in-one stand with integrated printer, bar code scanner, cash drawer, and PIN pad
- Wireless printing of orders by the food prep stations, significantly cuts down the wait time
- Fully integrated rewards program allows customers to earn and redeem awards



Red Mango has deployed three iPad Air fixed POS stations per store, and each store also uses an extra iPad for line-busting during peak hours.

The PowaPOS T25 is purpose built for tablet-based payments, with a universal mount for the iPad, along with a built-in thermal printer and, as 2D barcode scanner that can be used both bi-directionally in the cradle, or hands-free via Bluetooth. The T25 is EMV-ready, and integrates a cash drawer and PIN pad.

eMobilePOS can be used as a stand-alone system, but in Red Mango's case, it seamlessly interfaces with QuickBooks software that is used for accounting purposes by the corporate office.

Via the eMobilePOS back-office module, Red Mango's store managers can manage menu items, categories, and add-ons. They can also add images of menu items, and update pricing, and create promotions. Items are added to an order by scanning the item's bar code label or by selecting from the menu on the screen. The customer signs on the screen and the order is sent to printers located by the different food preparation stations.

To reward loyal customers, Red Mango introduced Club Mango, a rewards and loyalty program that is powered by Tupyx and fully integrated with eMobilePOS. It enables customers to earn and redeem rewards on every purchase.

eMobilePOS is a cloud-based software service, for which Red Mango pays a low monthly fee with no up-front investment in license fees or servers.

"The speed at checkout and food preparation have a critical impact on customer satisfaction and the bottom line when you run a quick-service business. eMobilePOS and PowaPOS clearly speed things up."

Benefits

eMobilePOS and PowaPOS provide Red Mango with a turnkey POS solution that has all of the power and features of a legacy POS system, but costs significantly less while providing much more style, flexibility, and ease of use.

The cloud-based eMobilePOS software and PowaPOS SDK also help to future-proof the POS system for Red Mango, as advanced payments



The Tupyx gift and loyalty platform enables customers to earn and redeem rewards on every purchase and handles gift card activation and redemption.

such as NFC and Apple Pay can be easily added without the costly updates that older proprietary systems once needed.

"The speed of food preparation and at checkout has a critical impact on customer satisfaction and the bottom line when you run a quick-service business," explains Mario. "eMobilePOS and PowaPOS clearly speed things up."

"We were immediately impressed by how easy and intuitive the user interface is, and since many of our employees already use iPads in their private lives, they are up and running in minutes."

The compact footprint of the PowaPOS T25 and reduction of mismatched components saves valuable counter space and keeps the counter clutter free.

"We love the sophisticated design, and the leading-edge technology fits in with the Red Mango brand," states Mario. "The stand swivels, making it easy to interact with customers."

The real-time interface with QuickBooks automates reporting to the corporate office and streamlines the accounting process.

"eMobilePOS provides our store managers real-time access to performance data and they can see the popularity of each menu item at any time," adds Mario. "eMobilePOS seamlessly communicates with QuickBooks and automates all the reporting back to corporate."

e-Nabler Corp. Delivering a complete mobile POS system for smartphones and tablets.

Founded in 2001, e-Nabler Corporation, the company behind the award-winning eMobilePOS software, is one of the pioneers in mobile POS solutions. eMobilePOS was the first full-feature POS app on iTunes, and has to date processed more than 3 billion transactions.

