

GUEST PAGING SOLUTIONS

Handbook and Training Manual



Microframe**Corporation**[®]

Serving thousands of satisfied customers since 1986.

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INTRODUCTION

We are delighted that you have purchased a Guest Paging System from Microframe, and we look forward to serving your paging needs for years to come.

To better serve you, we have put together this training manual. It will cover the majority of the questions you may have as you set up your new system.

The instructions provided in this handbook are based on our experience working with restaurants across the country for nearly 10 years. We hope you will take these suggestions into consideration and call us if you need further direction.

Keep in mind that we are pleased to offer free consultation for all restaurants.

Thank you again for letting us serve your paging needs. If you have questions or need assistance, please don't hesitate to give us a call toll-free at 1-800-635-3811.

–Microframe Corporation



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What is it? What will it Do?

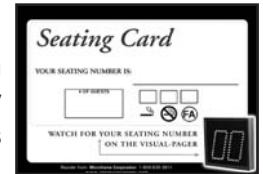
What is it?

Microframe's Guest Paging Systems are numeric LED displays with a keypad or transmitter operated at the host stand. This system is designed to promote a smooth flow of waiting guests to the host stand by using the Visual-Pager to alert guests when their table is ready.



What does it do?

Guests are alerted when their seating card number is shown on the display. Guests ordinarily anticipate their turn and are ready when their number is displayed. This saves time and increases table turns.



Why should I use it?

Coaster systems can cost restaurants up to \$4,000 or more a year just in maintenance and replacement costs. The Microframe Guest Paging system is virtually maintenance-free and can save your restaurant money.

Will the system work for me?

The Visual-Pager is working successfully for restaurants across the country, from fine dining to full-service casual, and from deli's to fast food restaurants. We believe it will be successful for you!

The following points need to be made in every training session with a new host/hostess, and at all new restaurant training:

- Your primary roll in managing this paging system is to point out the displays and explain the seating card to each guest, especially for the first few weeks, until guests are familiar with the system.
- Pre-number seating cards 1-75 before each evening shift so you're prepared for the rush.
- Set aside pre-numbered cards for big-tops (only pre-number 500-520).
- Point/explain/watch the faces of all guests to ensure comprehension.
- Leave one number up (the most recently paged number) at all times so waiting guests can watch the progression of the paging sequence. (When there's a wait for both regular-sized tables and big-tops, leave two numbers up—the most recently paged regular-sized number and the most recently paged big-top number).
- Never, ever fall back on the PA system—once you do, every guest will think you're going to use the PA and your efforts are futile.
- Although you're paging by number, still refer to the guest by their name (see the wait list).
- The person that seats is the person that deletes.
- **Be confident** and your guests will have confidence in the system.
- **Be committed** and you will find yourself coming up with unique ideas that will suit the individual needs of your restaurant.

“Save up to
\$4,000 or more
a year on lost
vibrating pager
and coaster
systems.”

Using the New System

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EXPECT TRANSITION TIME

Transition time is part of any change. If you want this system to work for you, there will most likely be a time of transition. If you are in an existing restaurant, you already realize in any new development there is a process involved. If you are a restaurant chain, a number of your guests are probably repeat customers. This form of paging is going to be "new" to them. In addition, your staff will probably have never used a system like this before.

ATTITUDE IS EVERYTHING—THE MOST IMPORTANT FACTOR IN SUCCESS

The best way to ensure success is to train the staff using the system and reassure them that these systems work. Keeping in mind the economical benefit of the Visual-Pager, don't be discouraged if day one isn't as smooth as you'd like it to be. Instead, think about the big picture. There will be a transition time but the Visual-Pager works! Stay positive, keep training and you will reap the benefits.

WHAT WILL THE GUESTS SAY?

This is largely dependent on how the seating card is presented to them. As a manager, you know a positive presentation will make the guests happy. An apologetic or negative presentation will show lack of confidence to your guests. Host and staff training is essential. You will experience all the same questions as you do with any system such as, "Why was I skipped?" "Because you are waiting for a non-smoking table," or "You have eight people in your party." These issues cannot be solved by any paging system; however, your host can put a positive spin on them.

HOW DO I USE THE SYSTEM?

Use of the Visual-Pager is simple. When your restaurant goes on a wait, start taking names on your wait list as usual. Instead of writing down the coaster number, you will be writing down the seating card number.

Each waiting guest will be given a Seating Card. Numbers will be assigned sequentially (starting with 1, 2, 3, 4...). Keep using higher numbers -- never start the sequence over until the next shift. This eliminates guest confusion. They can easily watch the progression of numbers and are quicker to the host stand as a result.

Realizing that large parties take longer to seat, Microframe suggests using a different set of sequential numbers for these guests. Since large parties primarily consist of 5-tops or higher, use numbers in the 500 series. This is an easy way to page these guests and should be easy for the host staff to remember. Start with 500, 501, 502, and so on. Now your large parties are able to watch the progression of numbers, even though they will be seated somewhat slower.

“The best way to ensure success is to train the staff using the system and assure them that these systems work.”

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Using The System

“Be sure to consider all the locations guests may be waiting when selecting the number of displays needed.”

Paging A Guest

When a table has opened up and you are ready to seat the next party,* simply look on the wait list and page the appropriate number by entering the number followed by the ENTER key on the keypad located at the host stand.

** The best time to page a party is when the buser has called on the headset to tell you a table has opened and he is beginning to clean the table. The fastest table turns occur when a party is being seated just as the buser finishes cleaning the table. Realizing that it often takes guests a few minutes to get to the host stand, page them as soon as possible.*

The number will immediately appear on all displays.

When the seating number is typed in, make a note that you have paged the number on your wait list. Then when the party arrives, mark the name off the

NOTE: It is a good idea to consider having shorter wait lists than have been used in the past, that way the host taking names is able to do his job and then put the complete list on a clipboard next to the keypad. The runners are able to page the parties they want to page without distracting the host taking names.

list completely, denoting that the party has been seated. After seating a party, it is the "runner's" responsibility to mark the name off the wait list and delete the corresponding number from the keypad.

Remember that the person that SEATS is the person that DELETES.

What About Call-Ahead Customers?

When a guest calls in to put their name on the wait list, immediately put them on the list and assign a seating card to them. Write the party's name on the card and tape it to the side of the host stand. When that party arrives and checks in, give them their seating card. Their seating number will be paged in the order their name was written on the wait list.

What Happens When I Skip A Number?

There will undoubtedly be times when you have to skip a number to seat a 2-top before a 4-top, or smoking before non-smoking. When this happens, don't feel bad. After reading the instructions on the back of the seating card, the guests will know this might happen. Should a guest come up to the host stand and complain, simply explain to them that 2-tops often open up before 4-tops, but you will get them seated as quickly as possible.

Angry customers are rare when you work the system as it is intended to work. However, hungry guests that have been waiting for some time often become angry guests. Don't take their anger personal.

Assigning Numbers

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RANDOM OR SEQUENTIAL NUMBERING

First, decide if you want to use random or sequential numbering. Most full-service restaurants use sequential paging for all regular-sized parties, while bakeries, delis, and fast food establishments use random paging by using the order numbers generated by their POS system.

If you operate a full-service restaurant, it is important that you have seating cards to hand the guests. These cards should have a space for the party's assigned number to be written in, as well as brief instructions on how the paging system works (See Seating Cards on page 6). Additional information can be recorded on these cards, including number of guests, time of arrival, wait time, and smoking preference.

Sequential Numbering

Whenever your full-service restaurant is on a wait, the Visual-Pager is your solution to guest paging. Simply assign the waiting parties' numbers sequentially (starting with 1, 2, 3, 4...up to 300, then begin again with 1, 2, 3, 4...) for regular-sized parties. Most restaurants consider a regular-sized party from 4-5 people, depending on how many people can comfortably sit at a single table or booth.

Realizing that larger parties of five or more take longer to seat, you will have to slightly stray from the "sequential" numbering. Microframe suggests you choose from the following two options when dealing with large parties: Either assign large parties numbers in the 500 range, but still sequential, or skip several numbers and assign the larger parties a higher number (still within the original sequential order).

EXAMPLE ONE: When assigning numbers, assign 1, 2, 3, and so on to all regular-sized parties. Assign numbers all the way to 300 before starting over. Assign large parties numbers in the 500 range. Start with 500, 501, 502, and so forth. This way they are still paged sequentially, but they are being paged in a different group of numbers due to the fact that it often takes longer to seat larger parties.

EXAMPLE TWO: When assigning numbers, assign 1, 2, 3, and so on to all regular-sized parties. When there is a large party, simply take down their name, take a few notes as to what they look like and where they are waiting, then walk over to them and personally notify them that their table is ready.

Random Numbering

Random numbering is most common in bakery, deli, and fast-food settings. Numbers are easily assigned as the clerk uses the predetermined number assigned to the order by the POS system. When the customer's order is ready, the clerk simply enters their order number into the keypad. The number is immediately displayed on the Visual-Pager screens located in the store.

“Most full-service restaurants use sequential paging, while bakeries, delis, and fast food establishments use random paging.”

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Seating Cards

“Seating cards are essential to the success of your new Guest Paging System.”

Using Seating Cards

Seating cards are essential to the success of your new Guest Paging System. Seating cards are available at Microframe. However, some restaurants create their cards in-house or hire a graphic artist to design them (contact Microframe for examples, or to assist you in your card design). Many restaurants use a postcard-sized seating card, while others use a slightly larger seating card and use the extra space for advertising or to outline the drink or appetizer menu, or have a coupon on one side for their next visit.

Although you can print anything on your seating card, be sure to include ample space for the hostess to write in the number they are assigning to the guest. It is also a good idea to have brief instructions, explaining the system on the back. You may also want to include space for information such as number of guests, time, wait, and smoking preference.

Below is an example of instructions for the back of your card:

This seating card and the overhead displays located in the waiting area, bar, and patio, will help you know when your table is available.

As soon as your seating number appears on the displays, please proceed to the host stand to be seated. One of our hosts will then accompany your party to a table.

Please be aware that seating numbers may not always appear on the displays in sequential order, but often skip around based on table availability.

All large parties will be paged sequentially, but within a different sequence of numbers to avoid confusion.

If you have any questions, please don't hesitate to ask us for assistance!

See the example of the Microframe Seating Card that can be found at the end of this training manual.

Recommended Host Stand Accessories

The following items are very helpful to have at the host stand:

- Tape dispenser for "call ahead" guests.
- Trash can for seating cards returned as guests are seated.
- Marker to write in the appropriate numbers on the seating cards.
- Wait list(s):
 - (1) list for names being added, and
 - (1) list for names being paged

Sample Seating Cards




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Card front


Seating Card

YOUR SEATING NUMBER IS:

OF GUESTS

WATCH FOR YOUR SEATING NUMBER
ON THE VISUAL-PAGER



Reorder from: Microframe Corporation 1-800-635-3811
www.restaurantpager.com

Card back

**THANKS FOR
COMING!**

The number on the display will tell
you when your table is available.

As soon as your seating number appears on the display,
please proceed to the host stand to be seated.
One of our hosts will accompany your party to a table.

Please be aware that the seating numbers
do not always appear on the display in sequential order,
but may skip around based on smoking preference or party size.

If you have any questions, please don't
hesitate to ask us for assistance!

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Helpful Suggestions

“Guests should never be referred to as a number. The assigned number should only be referenced as the party’s seating number.”

Host Training

- The guests should never be referred to as a number. The assigned number should only be referenced as the party’s seating number.
- Have the host point out a display to show the guests an example of what the display looks like when someone is being paged.
- When the guest hands the host their seating card, the host should quickly look at the waiting list to see their name. **Never call the person by their seating number**, but use the number to quickly locate their name on the wait list.
- If you inadvertently skip a number, or if you mark a guest as a "No Show" and they come to the host stand to ask why you passed their number, simply apologize and tell them you will seat them at the next available table. (Be sure to take a look at their card to verify that the number on the card really was skipped.)

Options

- When multiple numbers are being displayed, the length of time each number appears on the display before rotating to the next number is a programmable option. Display time intervals, or roll-over time, may be selected from 0 to 9 seconds. The standard roll-over time is 3 seconds, although many restaurants prefer a 2 second roll-over time. (When zero is selected, the numbers do not rotate. Instead, a single number is displayed until the delete button is pushed and the next number appears.)
- The Guest Paging System has an “automatic delete” programmable option. This allows the user to set the system to automatically delete entries after 1 to 9 minutes of display time, which eliminates the need to manually delete a number.
- Chime annunciation is an option. If you would like the displays to make a soft chime sound when a new number is keyed in, please contact Microframe for details.
- Microframe will work with any software provider to integrate with the end-user’s software. For instance, if you use table management software, Microframe engineers can design the Visual-Pagers to read the software (when working with a representative from the software company).

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System Selection & Installation

“Be sure to consider all the locations guests may be waiting when selecting the number of displays needed.”

Wired or Wireless Paging

Microframe's Guest Paging Systems are available in both wired and wireless versions. The systems are easy to install, and once in place are virtually maintenance free.

Display Options

Guest paging systems are available in single-number displays or multi-number displays. Microframe recommends a 3-digit single or multi-number display for most restaurants. This allows restaurants with a wait of more than one hour, or more than 50 guests on the waiting list, to page guests sequentially without restarting the number sequence until the next shift. The 3-digit number also allows for separate sequential numbering for large parties to avoid confusion (see Assigning Numbers).

How many displays do you need?

For optimum paging success, Visual-Pager displays should be hung in every available waiting area (i.e., the lobby, bar, front porch). Most average-sized restaurants purchase three to five displays for the restaurant's indoor waiting areas, and two to three additional displays for outdoor waiting areas. Displays are best viewed when they are hung approximately eight feet from the floor/ground so they are easily visible when sitting or standing in the waiting area. Be sure to consider all the locations guests may be waiting when selecting the number of displays needed. Guests often wait in the most unusual places, so spend some time watching where they wait, or contact Microframe for further suggestions.

When determining the number of displays your particular restaurant will need, ask yourself the following questions: Can the guests comfortably see the displays from all seats in the waiting area? Can the guests wait outside and still see a display? Should there be a display on both sides, or both ends of the room to enhance viewing? Is there a display located near the host stand? Is there a display in the bar?

Visual-Pagers are ready to hang on the wall, or can be hung from the ceiling with a variety of ceiling mount kits available from Microframe. Please contact Microframe with any questions.

Installation

Model 900 or 9000 Wired System

When installing a 900 or 9000 Series, the range between the display(s) and the keypad(s) can be extended over 2,000 feet*. The keypad includes a power adapter that plugs into an AC outlet. Each component must be connected to one another. For convenience, they can be daisy-chained. **No AC power is required at the display location(s), which makes installation simple.**

*NOTE: Some systems may require a booster amp, which is an additional cost.

Model 3500 Wireless System

The wireless Visual-Pager will work in most any deli, cafe, and restaurant setting. This eliminates the need for an electrician to run wiring. Installation is easy with this "plug and play" system. **The wireless display plugs into an AC outlet. The transmitter includes a power adapter that also plugs into an AC outlet.**

Additional Restaurant Products

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Table-Ready Keypad System

Table-Ready keypad systems enable servers, managers, or bus boys to alert the host staff when a party has paid out and is leaving the table. This allows the host to page the next party while the table is being bused. Ideally, the next party is being accompanied to the table just as it has finished being cleaned. This system greatly increases table turns, especially in a restaurant where all dining room seating is not visible from the host stand.

DataTrack Wait Staff Paging With Cancel Panel

The DataTrack system is a “one-touch” paging system designed to page the wait staff to the kitchen or bar when their order is ready. This system includes a cancel panel that ensures orders are being delivered in a timely fashion. Food is served hot, drinks are served cold, and satisfied guests become repeat customers.

MultiPage Wait Staff Paging System

The MultiPage is a paging system designed to page the wait staff to the kitchen or bar when their order is ready. Restaurant profitability increases as servers enjoy more frequent table turns.

Model 9620 and 9430 Wait-Staff Visual-Pager System

The Model 9620 is ideal for visually paging wait staff. The display(s) hang in the main dining area with the keypad(s) located in the kitchen, bar, or any convenient location. The system features six 2-digit numbers, or four 3-digit numbers on a single display.

Take-A-Number System

The Take-A-Number system is a stand-alone counter system for any application with waiting guests/customers. An additional wireless remote control can be purchased and used to enter a random or skipped number.

DigiLink Security Paging

The DigiLink system is ideal for remote sensing, or emergency calling. This “contact closure” system serves an unlimited number of applications. You can connect it to the freezer to alert management if the freezer fails, or you can connect it to the back door to alert the manager for deliveries.

Add-on components for your current system are also available for purchase through Microframe. Call us at 1-800-635-3811 to purchase.

“Table-Ready keypad systems allow servers, managers, or bus boys to alert the host stand when a party has paid out and is leaving the table.”

THANK YOU

We enjoy the opportunity of working with the foodservice industry. In an effort to better serve and equip our customers, we have included valuable information on our web site for your convenience. Be sure to check it out.

restaurantpager.com

