

Case Study

CLIENT SINCE:
July, 2011

PRODUCTS USED:
Point of Sale Suite

LOCATION:
Iron Mountain, MI

Featuring: Dickinson County Healthcare System

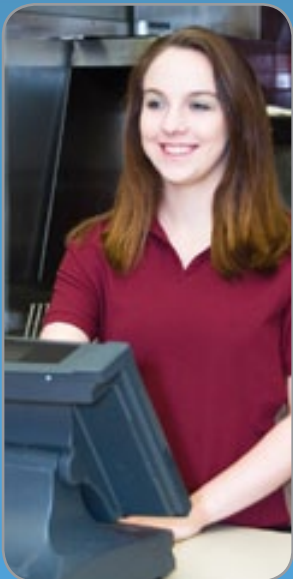


Introduction

Dickinson County Healthcare System is a progressive community hospital that strives to stay current with the latest medical technology. It accommodates 95 patient beds and operates an active foodservice program along with a busy café. On average, 125 meals are served daily during the lunchtime meal period.

The Challenge

Dickinson's biggest challenges were their antiquated manual methods in food production and a lack of a point of sale system in their retail operations. In addition to the obsolete cash register system, was a more pressing concern – revenue loss. During slow meal periods an "honor basket" would be the stand-in for a cashier, providing customers a place to deposit their money for items purchased. Additionally, supplies were stocked by the cashier for the café as they were being used. However there was no monitoring of supplies when a cashier was not present. Lastly, there was a great need for a more efficient approach to the daily reporting functions.



The Success

Throughout the course of 15 years, constraints withheld Dickinson from obtaining their much needed POS system. DFM, considerate that this was a significant decision to make, maintained a rapport with the Dickinson team anticipating the day when they would be ready to move forward. Dickinson arrived at a turning point when



a change in management brought forth a new Administrator who approved the implementation of DFM software in their foodservice operations. Finally, they were able to leverage technology for the benefit of their department.

Putting DFM software into place was a very straightforward, easy process. The collaborative effort of the DFM staff helped move the project ahead, and they were able to address all questions with immediate attention.

Previous to the DFM software, average total sales ranged \$600 to \$800 daily. After implementation of the software, sales increased by almost 50% in the first two weeks. As the average number of customers reached 250 and the café experienced a more constant flow of traffic, Dickinson realized the necessity for a cashier to be stationed at the till one hundred percent of the time.

The POS software provides complete accuracy of what is happening in their retail operations. It helped the Dickinson team recognize how their prior manual process limited a realistic view of their café business. A need for a dedicated cashier at the register was justified along with the understanding that unattended stock supplies provided an opportunity for sales to literally walk out the door. Furthermore, the automated reporting functionality greatly reduced the time that management spent attaining results for benchmarking, billing, etc.

Future Plans

As a result of immediate success that automation provided for their food production and retail operations, Dickinson has plans to implement DFM's Diet Office and Room Service software next year!

