



Customer Profile

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John Tinios, Owner

The Galley Hatch Restaurant

The Tinios Family, owners of the Galley Hatch Restaurant, has seen numerous changes to the Hampton, NH restaurant scene. Originally a “dry town” with only a couple of quick service restaurants, the community had to travel to neighboring towns such as Portsmouth, NH or Newburyport, MA for a full-service dining experience. Like those that were already established, The Galley Hatch started out as a take out restaurant serving the local residents and tourist community passing through town on their way to Hampton Beach. The Tinios Family, who liked to stay in tune with its customers, quickly realized that the town was in dire need of a full service restaurant that could better serve the growing community.

Today, the Galley Hatch has grown to become a landmark 400 seat restaurant that includes table service dining, function rooms, a retail shop and bakery, a bar, and a catering business. According to John Tinios, owner of the Galley Hatch, “We have always prided ourselves in being very responsive and in touch with our customer base. Our customers were looking for high quality food at affordable prices without having to travel several towns away. We’re a family owned, independent restaurant that prides itself in providing an upscale family style restaurant experience that comfortably accommodates a diverse community of young families, local business people, vacationers, and year round residents.”

At a Glance

Company Overview

The Galley Hatch
www.galleyhatch.com

Number of Employees

120 Employees

Number of POS Stations

14 Stations

Business Type

Independent

Cost Centers

Table Service
Take-Out
Bar
Retail
Catering
Functions

“We had been running our old system for about 8 years and we were ready for an upgrade, both for new accounting and customer service capabilities as well as to accommodate our growth into additional locations. Our existing system was reliable but lacked the strong integration between the POS functions and the back office. We were looking for greater integration with the back office so that we could produce reports daily or at any given time of the day in order to better manage our costs and profitability. At the same time, we were also looking for better tools for marketing in the areas of customer loyalty, gift cards, and customer history. For example, we would like to know our frequent customer preferences in order to ensure that they are served with the absolute best possible service, including how they like their food prepared, any dietary restrictions, and any special requests. We were also expanding our take out and bakery side of the business, and wanted to ensure that the new system could accommodate those needs. In looking at the trends in the market, we saw that our customers were also looking for similar food markets you would typically find in the city, with the ability to buy fully prepared meals, prepare-at-home meals using the best ingredients, fine wines, and baked goods, again responding to our customers’ desire for better take out options.”

“One of the things we like about working with LionWise is the fact that they are an entrepreneurial organization much like ourselves, and have the same attention to detail and customer service that we believe in. They really understand the importance of the guest experience, and the need for the system to help support our efforts to that end. And although we have rarely needed

service assistance, when ever we have made requests the service team has been extremely responsive.”



“We are now able to gain better daily, and up to the minute visibility and tracking of our costs, our sales history, and inventory. All of which help us to maintain the best possible service and customer experience while increasing our profitability “



“One of the capabilities that sold us on the system was the ability to initially tailor the system exactly like our previous system. We have many servers that have been with us since the old system was first installed eight years ago, and we knew they would be the hardest to re-train. Because the system was laid out exactly like the previous system, training was virtually a non-issue for us and allowed us to be up and running very quickly. Now that we are fully operational, we’ll be able to expand the capabilities and make incremental improvements with very little disruption to our business. The way I look at it, they have given us a system that works the way we are used to working and has provided us room for growth in our business. We are now able to gain better daily, and up to the minute visibility and tracking of our costs, our sales history, and inventory. All of which help us to maintain the best possible service and customer experience while increasing our profitability which is allowing us to expand to other locations and lines of business.”



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