



12/1/2008

MAGESTIC CASE STUDY

X64 Improves Customer Service in Catering

www.x64.com

MAGESTIC CASE STUDY

X64 Improves Customer Service in Catering



Café Magestic, or simply “Magestic” as it is mostly known, is more than just a simple cafe. Built in 1921 to be a luxurious cafe, became soon after a strategic point for political meetings and debates in a period of art and literature.

Strategically located in the heart of Oporto (Porto city), this was a place for the bourgeoisie. High society ladies along with intellectuals and bohemians would visit the Magestic on a frequent basis, as this was the place to see and be seen. In fact, the Magestic was often honoured by receiving the visit of some celebrities well known locally in that period such as, the famous pilot and later admiral Gago Coutinho or even the famous actress Beatriz Costa. Since then, the Magestic has gained further prestige with an increased list of honourable guests. Amongst some of the names in this list, the Portuguese presidents Mario Soares and Jorge Sampaio, together with other VIP’s such as the French President Jacques Chirac and the ambassador of China are some of the possible highlighted guests who have visited the Magestic.

Due to it’s high class status, the Magestic is a place that has a high flux of visitors being them local and tourists. To cope with such a flux, the Magestic needed to optimise its inventory system. Moreover, there was a desperate need for an optimal tool which would facilitate customer service, making it faster and more efficient.

X64 came to provide the Magestic with the finest option for customer service and inventory by supplying XRT601. With its functionality and capability of sending messages through radio waves, receiving orders and controlling inventory became optimised to the extent of being able to control stocks in real time and quickly solve any possible struggles. Customer service is now automatic, there is no need for customers to wait the order to be taken and the bill to be drawn. The whole process is automatically done in real time, providing a more accurate, fast and with higher quality service.