



Customer Profile

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Steve James, Managing Partner

Popovers On The Square

Located in the heart of Portsmouth, NH, Popovers On The Square offers a unique dining experience that is reminiscent of a European style bakery cafe. In stark contrast to the ubiquitous cookie-cutter coffee shops that have dominated every street corner in the U.S., Popovers provides a refreshing alternative. Popovers specializes in a wide variety of freshly prepared desserts, gourmet salads, light meals, and their signature popovers for those looking for dessert with coffee or an after dinner drink rather than a full dinner. The Popovers staff, including Managing Partner, Steve James; General Manager, Lisa Spector; and Chef, Richard Beach have a long history in fine dining, most recently coming from The Balsams Grand Resort Hotel in the White Mountains of New Hampshire.

“Having worked in the hospitality industry for my entire career, I’ve been exposed to quite a few Point of Sale solutions and vendors,” says Ms. Spector. “What has been most exciting about working with LionWise is that they have allowed us to have a say in the ultimate design and configuration of the product. For example, they allowed us to choose the product groupings and modifiers that we need to match our vision of how we prepare an order, serve our customers, and organize our business processes.”

At a Glance

Company Overview

Popovers On the Square

www.popoversonthesquare.com

Business Type

Independent Cafe

Number of Employees

25

Number of Seats

110

Cost Centers

Table Service

Quick Service

Cake and Pastry Catering

“Service is also very important to us but has not always been a strong suit of the other POS vendors I have worked with. We’re very pleased with the responsiveness from the LionWise service staff and their willingness to accommodate our service requests on a 24 x 7 basis,” says Ms. Spector. “The system has been really solid for us, so most of the requests have been in the area of training and set-up more than anything else. From a business point of view, I really like how the reports are laid out in order to quickly see what is selling and what is not, and where we are with payroll. We actually have 3 wage rates and depending on the number of hours someone has worked the rates change, but the reports automatically make the calculations, so submitting payroll couldn’t be easier.”

“Another great feature,” says Ms. Spector, “is the ability to run all of the reports out front in the main dining area instead of in the back office like many other systems require. This allows me to spend more time with customers and my staff, making sure everything is going smoothly. The flow of business can actually fluctuate quite a bit during the day and it’s important to keep on top of what’s happening so we can maintain a high level of service, and LionWise helps me do that.” According to Steve James, Managing Partner at Popovers, “One of the keys to our success as a new restaurant will be how quickly we can respond to changes in the business. The system can show me the peaks and valleys in revenue for every hour of the day, allowing us to make better, quicker decisions on our hours and staffing needs. It would have normally taken a month to get this kind of reporting. In my 35 years of experience in the restaurant and hospitality business



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most businesses fail due to a lack of good reporting and an inability to adjust quickly enough to changes in demand. With the LionWise system we’re able to make changes to our hours and menu items based on the reports we run throughout the day. Because we’re a new business, we’ve had to bring an incredible number of elements together from interior design and site construction, outfitting the kitchen and sourcing suppliers to establishing our technology infrastructure. The LionWise POS system has actually required the least amount of effort on our part to open up the business. It’s really been quite impressive working with the LionWise staff as they have not only helped us with the technology but also with our business procedures.”

“Opening a new restaurant can be both an exciting and an exhausting experience,” says Ms. Spector, “but the fact that I can also run my reports from home over the internet, on occasion, allows me to keep on top of things from wherever I am.” Going forward we plan to make our cake and pastry business a major revenue contributor and we expect the LionWise system to be instrumental in making it profitable.”



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