

Tom's Watch Bar hits grand slam with Ready Order & Pay

Tom's Watch Bars process incredible transaction volume, especially around major sporting events that Ready helps make possible:

100%

SERVER TIME ON
STATION

GUEST

BYOD

SOLVES PEAK
VOLUME

100's

OF TRANSACTIONS
PROCESS IN MINUTES



LEARN MORE



GET TO KNOW TOM'S WATCH BAR

The ultimate sports watching entertainment experience

Promising 'All the Sports, all the Time', Tom's Watch Bar's highly curated sports programming covers all sports from collegiate to professional to international, big events and prize fights, even emerging obscure and outrageous sports. With every seat, the best seat in the house, all Tom's locations boast many huge screens and sound piped in from the games. They see incredible traffic, especially in their locations near stadiums where fans stream in and out in waves.

PROBLEM SPACE

Technology that could help deliver their legendary quick service, manage huge rushes of guest payments, and give them trusted guest feedback.

Tom's Watch Bar is THE place to watch the game. Located in high-traffic areas with several locations near sports venues, they attract large, excited crowds before, during and after games. And Tom's Watch Bars are huge. The National Harbor location, for example, is over 12,000 square feet, with seating for over 500 guests! And the Coors Field location in Denver is even bigger, with over 16,000 square feet.

That means Tom's reputation hangs on their ability to exceed guest service expectations even when there are massive volumes of guests both arriving at the same time and leaving at the same time. Their previous pay at table solution would frequently fail as it couldn't handle the sudden massive spikes in network transaction volume — we're talking hundreds of transactions in minutes.

To meet their goal of 4-minute bar service and less than 15-minute kitchen service, Tom's requires every server to be on station 100% of the time. This means that servers need to be tableside or running food and drinks, not going back and forth to terminals. Additionally, Tom's places a high value on guest surveys. They want to know if their guests are experiencing any pain points and they take an extremely proactive approach to building customer loyalty. With 3rd party reviews such as Google or Yelp, the reviews naturally lag behind the experience and weren't always accurate or reputable. These solutions just weren't right for Tom's.

TOM'S HAS LOCATIONS IN



And several more under construction

SOLUTION

Ready & Pay tech that helps resolve network load, alleviates strain on servers and provides trustworthy, instant guest feedback.

Ready's easy to implement and easy to use order & pay technology has been able to solve each problem space for Tom's Watch Bar. Ready integrates with their PAR Brink POS to create a seamless experience for staff and guests. Since Ready is a guest device driven technology, each guest that orders or pays through Ready is using their network data. This means a reduced strain on Tom's own network and faster processing times.

Ready Pay at Table also helps servers by reducing their time spent waiting for guests to pay their bill. They are able to focus on taking orders, have more time to simply

check in on guests and more time to bring drinks and food to tables in order to deliver Tom's incredible speed of service reputation.

When it comes to guest feedback and surveys, Ready really shines. Guests are prompted to give their thoughts on their experience and Tom's knows that each and every survey has been completed by a person who definitely was in their location and paid using Ready. The data is trustworthy. Plus, Tom's gets the feedback immediately and owns the data, helping them and continuously improving their guest experiences.



RESULTS

GUEST SURVEYS

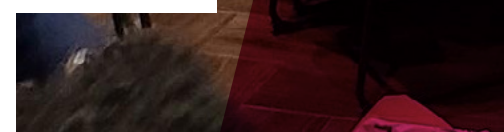
Ready gives Tom's Watch Bars valuable information right from the guests themselves. Feedback is given from a customer known to have been on location and is paired with ticket details, providing valuable insight for operations.

TRANSACTION LOAD

Ready is currently handling a significant portion of transactions at Tom's Watch Bars. That means a high percentage of network load during peak processing times is offloaded to the guest's data network enabling Tom's to process high volumes in conjunction with ParPay. And the Ready usage numbers are increasing.

SERVICE EFFICIENCY

With Ready, that means nearly 1 of every 5 guests don't require a server to spend time processing payments – greatly improving efficiency and helping Tom's meet their promise of service within 5 minutes of arriving and within 5 minutes of ordering.



WHAT THEIR CUSTOMERS HAVE TO SAY

“Waiter was great 🍷”

“Quick, delicious, friendly”

“Service was awesome”

“Our waiters were sweet,
quick, and awesome”

“Wings were amazing.
Service was fast.”

“Great customer service,
will come again ❤️”

What Tom's Thinks

“From the first restaurant to the most recent opening, Ready has been able to be with us step by step in the integration process and make sure the implementations are seamless and trouble free. We could not ask for a better partner for our pay at the table.”

— Dan Doyle, Director of Technology, Tom's Watch Bar



Get In Touch

If you want to find out more about how Ready's order & pay hospitality, entertainment and restaurant tech can help improve customer experiences and increase brand loyalty, just like it did for Tom's Watch Bar, please get in touch with our team today.



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About Ready

Ready partners with innovative restaurant, foodservice, and hospitality brands to create frictionless order & pay experiences that WOW guests and is redefining service as we know it.

Our mobile-first flexible order & pay dining platform empowers guests with more choice, boosts revenue, and connects brands directly with customers.

We are a company of food lovers whose goal is to make guests, servers, and operators say, “Why hasn't it always been like this?”

Our clients are Restaurants, Hotels, Stadiums, Venues, and anywhere food or drinks are served.

Ready to order. Ready to pay. Ready when you are.



Why keep them waiting? Join the future and meet guests' demands for better order and pay experiences.