

Joe Patti Seafood Nets Fast, Reliable Checkouts with NCC

Joe Patti's has been in business for over 75 years. Started in the early 1930's, Anna and Joe Patti began selling fish from their front porch. Captain Joe would only sell the highest quality fish, and at a fair price to boot. His ultimate goal was to build a relationship founded on trust with his customers and turn them into "happy regulars." Joe Patti's served all of the restaurants along the Gulf Coasts of Florida and Alabama from the 1960s through the early 1990s. Refrigerated trucks ran seven days a week, increasing awareness of Joe Patti's high quality seafood. Eventually, Joe Patti's decided to focus their efforts on the retail operation and, in the late 1990s, the store expanded with a gourmet delicatessen, sushi bar, and wine shop. In 1998, the sushi bar began using fresh seafood right off the counter, allowing the customer to purchase all of the ingredients and roll their own sushi right there.

Today, Joe Patti's is captained by Frank Sr. and still strives to build customer relationships founded on trust. When you're selling seafood, moving quickly to maintain freshness is a business basic. But the existing point-of-sale system at Joe Patti's Seafood Company was slowing down the checkout capacities at the Pensacola, FL seafood market, creating long lines and adding to stress for both customers and cashiers. In addition, POS system server connection failures were growing more frequent; when this occurred, checkout times grew even longer. The home-grown system had suffered from a complete crash in 2011, forcing Joe Patti's to establish two separate systems for maintaining its transaction history – one for everything prior to the crash, another for all the business conducted since that date. In addition, the system offered limited inventory management and reporting capabilities.



Customer: Joe Patti's Seafood

Industry: Retail & Market

Solution: A bundled solution consisting of technology from NCC and Pinnacle Hospitality's System's Reflection POS software and an installation of nine POS terminals and six printers.



THE SOLUTION

Joe Patti's Seafood upgraded its POS system with technology from NCC and Pinnacle Hospitality System's Reflection POS software, installing nine POS terminals and six printers. Reflection POS boasts ease of use and flexible order routing, increasing both speed and accuracy.

Installation of the new system was a breeze. The retailer budgeted a week for pre-installation training. The actual installation that followed took place over the course of five to six hours. Training staff remained on-site and available following the go-live to monitor the deployment and help staff adjust to the new technology.

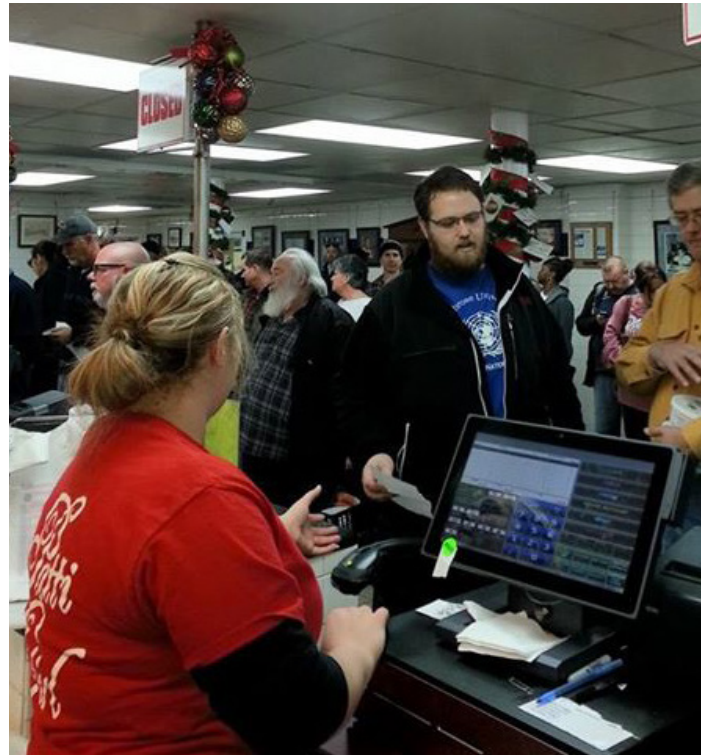
The new POS system has sped up checkout processes at Joe Patti's, allowing the retailer to handle increased customer loads and reduce stresses created by long lines and slow transaction speeds. The easy-to-use interfaces eliminate order errors and allow cashiers to move about more easily while serving customers.

THE RESULT

With the deployment of the NCC and Pinnacle POS solution, Joe Patti's Seafood Company now has a POS system capable of handling larger customer volumes. In addition to faster transaction times, the upgraded solution offers cashiers and other associates a simple, easy-to-use set of user interface screens, allowing them to perform transactions at any of the terminals located throughout the facility.

The new technology offers a stand-alone communications feature that has dealt with the server communication challenges of the previous home-grown system. And the analytics features included in the NCC and Pinnacle software packages provide Joe Patti's Seafood with

the sophisticated inventory tracking, reporting, and management features that a fast-moving retail business requires.



“The Reflection POS software handled the problem with delayed checkout times and the stand-alone network communication feature solved the problem with losing the connection with the server. We now have the Retail Backoffice software to track inventory and produce needed reports.”