

CUSTOMER HERO STORIES



Caffé D'arte
ITALIA COFFEE ROASTERS 

**SOARING TO NEW
HEIGHTS :**

**WHAT SELF-SERVICE
KIOSKS HAVE DONE
FOR **CAFFÉ D'ARTE****

Just by Gate N13 of the North Satellite Terminal of Seattle-Tacoma International Airport is an Italian cafe that is a hot favorite among travelers of all profiles. Be it the busy business person wanting to grab a quick bite and coffee before jetting off to their next high-stakes meeting or the pleasure-seeking tourist with time to spare looking for a spot to sit and enjoy a relaxed meal, **Caffe D'arte** is a popular pick.

Fantastic food and super service

The reasons why Caffe D'arte is so highly sought after are many and what stands out is the food and drink. They have an expansive menu, including sandwiches, salads, soups, pasta, pizza, coffee, tea and smoothies. This exceptionally broad array of offerings caters to a range of palettes and dietary requirements. More importantly, the food and drink are absolutely delicious. The gamut of positive reviews on Yelp, Tripadvisor and other such platforms bear ample testimony to this.

Another reason that makes Caffe D'arte so desirable (and the reviews affirm this too) is the speed of service. Customers gush over how quickly their food and drink has been prepared. Orders are ready super swiftly, making the cafe ideal for travelers who are hungry, rushed, exhausted or just do not have the patience to hang around and idle.

Cutting the queue

But this was not always the case. There was a time when meeting customer demand was a huge challenge for the staff at Caffe D'arte. Lines tend to build up extremely fast at airports. With just one cashier, the service staff were struggling to serve the ever-growing queue of customers in a timely manner. The traditional solution to this was to hire more cashiers. The hitch with that was that the cafe was incurring very high labor costs as a result.

Fulfilling customer demand required a cost-effective solution. And so, in May, 2022, Caffe D'arte started using Applova's self-serve kiosks. The change was almost immediate. These new devices facilitated operational efficiency by reducing the workload of the employees and enabling them to redistribute their efforts to other aspects of the store.

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A smooth ride

As Kyle Fukuhara, Director of Finance and Administration of Concourse Concessions, which owns and runs the SeaTac outlet of Caffe D'arte, notes, **“The implementation process of Applova self-service kiosks was seamless.”** Because the software can be easily integrated into a restaurant's existing ecosystem, the kiosks smoothly linked up with the cafe's Clover POS and kitchen display system. This plug-and-play capability meant that the system was ready for use as soon as it had been installed.

A boost in business

Fukuhara affirms that the Applova self-service kiosks, **“have been great for our business.” Thanks to the kiosks, the cafe’s average ticket size has increased by over 22%.** These devices have brought in over a million dollars in sales in just over a year. They have reduced spending by cutting costs on interviewing, hiring and training new staff, a saving that Fukuhara describes as **“priceless”**.

Happy customers

The use of self-ordering kiosks has been on the rise in the last few years. With the rapid spread of COVID-19 and the ensuing need to minimize face-to-face contact, many restaurants began to install kiosks in order to ensure the health and safety of both their staff and customers. Nearly four years later, customers are very familiar with these devices. This was a boon to Caffè D’arte, as their customers have been very welcoming of the self-service kiosks.

Fukuhara is pleased with the customer response, explaining that they have received positive reactions. The advantage with the Applova self-service kiosks is that it is easy to navigate - even adding extras and making special requests is straightforward. **“Customers like how easy and clear it is to order on the screen,” attests Fukuhara, adding, “The biggest benefit for them has been to be able to order quickly, get their food and quickly be on their way so that they don’t miss their flights.”**

Benefits worth recommending

Incorporating Applova self-service kiosks has been a pivotal moment for business at the SeaTac branch of Caffè D’arte. By eradicating congestion and expediting the order process these devices have boosted customer service standards. Fukuhara is effusive about their impact and benefit, stating, **“I just couldn’t recommend Applova’s self-service kiosk enough. They’ve been a huge benefit to our company.”**

About Applova Inc.

Applova is a leading provider of innovative self-service restaurant technology, offering a comprehensive suite of solutions including branded apps, online ordering platforms, self-serve kiosks, and a cutting-edge Point of Sale (POS) system. With a focus on empowering businesses to thrive in the digital age, Applova’s POS seamlessly integrates with its other offerings to provide a unified solution for restaurants. From managing orders and inventory to processing payments efficiently, Applova’s POS system streamlines operations while enhancing the guest experience.

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