

CHOBANI®

KEY REVEL FEATURES

- Speed of service
- Mobile order takers
- Kitchen Display Systems (KDS)
- Intelligent reporting
- Inventory tracking
- Centralized menu controls
- Always on mode
- Ease of use
- Ability to scale

ABOUT CHOBANI

Chobani is America's number one Greek yogurt. Since the company started in 2005, founder and CEO, Hamdi Ulukaya, knew he wanted to open a physical location to show off the brand, yogurt, and deliver a healthier lifestyle. In 2012, after booming success, Chobani opened its flagship cafe in New York City's popular SoHo neighborhood and titled it Chobani SoHo. In addition to serving their famous Greek yogurt, Chobani SoHo also serves hot drinks and fresh sandwiches inspired from the Mediterranean. Today, the cafe is a huge success with a wide variety of unique offerings, from savory to sweet yogurt recipes. Customers can expect to have a one of a kind experience when they go to Chobani SoHo. The culture truly embraces loving life and its mission goes beyond just offering food; it's about creating a lifestyle.



Chobani's flagship cafe is powered by Revel Systems

When Chobani started their first cafe in New York, they knew they needed a Point of Sale (POS) system that could be an all-in-one solution, with flexible software and top of the line hardware to maximize efficiency. Daniel Yuan, Brand and Events Manager, and Natasha Palit, Business Optimization Manager, at Chobani shared their story behind how switching to Revel helped increase sales and ease processes for Chobani SoHo. Yuan shared, "In the very beginning, it was very difficult to find the right POS solution. I spent a whole year researching through different POS systems and what I liked most about Revel Systems is that it was

very flexible. Whether you were a quick service, table service restaurant, or even a food truck, there was a custom solution for each industry. Since we started using Revel iPad POS, we've seen our sales increase by 40% year over date. Granted, we expanded our menu and store. But we would not have been able to make our store transition and increase our menu items, incorporate beverages, and add new modifiers without switching to Revel. That was a huge win for us."

"Since we started using Revel, we've seen our sales increase by 40% year over date."

DELIVERING IN UNDER 3 MINUTES

Being in the quick service industry, speed of service is crucial to Chobani SoHo's success. Revel iPad POS keeps up with high volume demand, never hitting a hitch when it comes to processing sales during busy times. Yuan shared, "On our busiest summer day, we'll have around 600 to 700 people come through our doors. Average wait times tend to be about 2 to 3 minutes. Revel's been really great on pushing those numbers down and helping us move lines because we can utilize efficient hardware, such as Kitchen Display Systems (KDS), and features like mobile ordering. It's really awesome."

"Average wait times tend to be about 2 to 3 minutes."



Customers are served quickly with mobile order takers.

CUTTING DOWN LONG LINES WITH MOBILE ORDER TAKERS

Chobani SoHo stands out from its competition with new and innovative mobile order takers. With mobile order takers, employees are able to enhance the customer experience and cut down long lines. Yuan shared, "Since day one, Chobani has always been about innovation. How can we take our product and expand on it? And we wanted to be in line with our service method as well. So, instead of just having somebody behind a cash register and counter, we wanted to bring our customer representatives out front and allow them to take orders from anywhere in the store. It's always been really important for us to find a

POS solution that would give us the flexibility to take orders out in the wild. With Revel, we can take orders at tables, counters, and even outside if we need to. In our early stages, it was very difficult to find the right solution to address this need. We went through a number of different POS systems in search of the perfect solution. And then we found Revel Systems. Ever since we switched to Revel and added mobile order takers, we've been able to take orders from behind the counter and anywhere on the floor."

Not only does Chobani SoHo offer a new experience outside of traditional wait lines, but customers are served significantly faster with mobile order takers. Palit shared, "With the capabilities of Revel and the mobile order takers, we're able to serve our customers quickly and keep them engaged along the way. Wait times have been cut to half."

"Wait times have been cut to half."



Chobani SoHo quickly processes customer orders from anywhere on the floor with mobile order takers

GETTING RID OF PAPER WITH KITCHEN DISPLAY SYSTEMS

Before upgrading to Revel Systems, Chobani SoHo solely ran off paper tickets. One can only imagine how chaotic that process can be, with lost tickets flying around and orders being mixed up. With Revel's Kitchen Display Systems (KDS), the need for paper is eliminated and orders are always accurately communicated from the front to the back. Not only is service faster, but operations are streamlined and more organized. Palit shared, "One of the great features that Revel provides is the KDS. Revel's KDS gives our business the ability to be more efficient, customer service oriented, and timely. Our KDS reduces wait times and allows us to give order creations exactly the way the customer wants it. And that's one of the best features about the KDS as opposed to what we previously had, which was paper tickets flying off the printer, getting lost, and not getting any analytics on time." Now with Revel, Palit can quickly access valuable KDS data, including exact wait times for each order. By analyzing such data, Palit can improve speed of service and determine any hold ups in the ordering process.

Chobani SoHo's employees have nothing but positive words surrounding the KDS because it only makes their day-to-day easier. Yuan shared, "What our employees love most about Revel's POS system is that they don't have to deal with paper tickets anymore. Everything's electronic and digital. Not only are we running smarter operations in the cafe, but we can feel good about ourselves that we're not wasting paper. With a KDS system, we can also ensure customer orders are right every single time which is extremely important. Usually with other POS systems and kitchen display units, you're stuck with big, clunky devices that take up a ton of space. But with Revel, we now have KDS displays behind the scenes that don't take up too much space, are very minimalistic, and fit with our store's aesthetic."

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Customers are served quickly with Revel's iPad POS, KDSs and mobile order takers.

GAINING INSIGHT WITH REAL-TIME REPORTING

With Revel Systems, Yuan and Palit can access a full suite of reports and gain business intelligence on how to strategically grow Chobani SoHo. Yuan shared, "The biggest frustration that I had with our former POS system is not being able to get live reporting. Revel provides numbers that our previous system was never able to deliver on. Now, when I want to know what we're selling, how much we're selling, and how much money we're making, I can always just log into the management console and all the numbers are there. It's really important for us to see our sales summaries and product mix reports because that way we can continue to evolve our menu. At Chobani SoHo we're always pushing the boundaries on how we can use Greek yogurt. People are familiar with eating yogurt in the United States for breakfast and as a snack, but we want to go beyond that. We want to show that you can use yogurt for savory items too atop of the more common sweet concoctions. With product mix reports, I can see which items are top sellers and what tastes are developing. Since we constantly change up our menu, it's really important for us to see how people's tastes are transforming. In the beginning of pushing out our savory items, they were only accounting for a small percentage of our total product mix. But as we grew and marketed more savory items, the percentage jumped up 15% to 20% of our total product mix, which is a huge win for us. Customers are also allowed to customize their orders here at Chobani SoHo. If a customer wants to change or add to a creation, we're able to capture that in analytics and see if there are some opportunities with our menu."

"With product mix reports, I can see which items are top sellers and what tastes are developing."

With real-time reporting, Chobani SoHo is able to save money and countless hours. Palit shared, “A huge benefit of Revel is that we’ve been able to greatly reduce our need for IT support. The software gives us the flexibility to make changes and updates to the system without going through the high integration needs that most companies have to do with a complicated system. It’s simple and very easy to use. Revel provides us great business intelligence and analytics. It gives our supporting functions the ability to get answers very quickly from the web-based system. Before it took us one week and one individual in IT to get financial and monthly reporting done, but now all reports are provided instantaneously, saving us costs and time. Revel has enabled our financial group to use the data that they need. They’re able to pull reports out very quickly, such as the product category mixes, top 10 by COGS, and overall profits. These type of reporting capabilities enable us to expand globally in the future if we need to. People can access the data anywhere.”

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REDUCING COST WITH INVENTORY MANAGEMENT

Chobani SoHo prides itself in providing the freshest ingredients and toppings. With so many new and different ingredients constantly being added to the menu, inventory count only increases. Managing such a large inventory can be a pain without the right system in place. Thanks to Revel, Chobani SoHo is able to reduce costs by ordering at the right levels at the right time. Palit shared, “Revel’s inventory management has been one of the most outstanding features in terms of ease of use. We’re able to input our creations and put it against a recipe, just as it’s being produced. It gives us the ability to manage ingredients with our vendors and is very flexible in terms of nailing down vendors and demand as our business grows. Inventory management has definitely provided us cost savings as well as efficiencies. We’re able to gain visibility on what our top selling items are, as well as what we don’t need regarding inventory count. There’s even minimum and maximum thresholds that we base our ordering on.”

“Inventory management has definitely provided us cost savings as well as efficiencies.”

PUSHING MENU CHANGES WITHIN SECONDS

Manually updating menus throughout a store or multiple locations can be time-consuming. Chobani SoHo needed a POS system that could quickly update menu changes across all connected devices, including mobile order takers. Yuan shared, “On our previous POS system, it was a tedious process every time we needed to add a new menu item. I had to add modifiers every single time and it was all done manually. With Revel, all I need to do is go into the management console, add a new menu item, and select the modifiers that I want. I make the menu changes one time remotely and all the devices in our store update automatically.”

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Updating menu changes across all devices is easier than ever

SAVING TRANSACTIONS DURING INTERNET LOSS

Before switching to Revel Systems, Chobani SoHo would lose sales when the Internet went down. It was a pain for customers and a huge loss for business. Chobani SoHo never has to face this stressful type of situation ever again with Revel's always on mode. Always on mode enables Chobani SoHo to continue processing transactions and keep business up and running even in the event of an Internet outage. Yuan shared, "Before we used Revel, if the store Internet went down, there was nothing that we could do. We lost transactions and made customers pay with cash, which proved to be a big inconvenience. But with Revel's always on mode, business keeps running no matter what happens. If the Internet goes down again, we can continue to process transactions and not lose any business. This is extremely important because if our POS goes down for the day and it can't process transactions, we could lose several thousand dollars. This is never the case with Revel. Revel provides a stable platform with the ability to successfully go into offline mode. In New York City, where the infrastructure can be a little shaky, sometimes you lose Internet connection. It happens. But Revel's POS just keeps on going which is what we appreciate the most about it." Palit added to Yuan's thoughts by stating, "Previously, we were losing 2% to 3% of our transactions a day during Internet loss, maybe even up to 10%. But now with Revel, this is no longer an issue. Revel has incredible reliability and we're never losing transactions."

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TRAINING EMPLOYEES IN LESS THAN 2 HOURS

In New York City, the SoHo neighborhood is lined up with cafes. With such competition, it is extremely important for Chobani SoHo to get customers in and out and accurately place orders for a flawless customer experience. With well trained employees, and an easy to use POS system that is quick to up, customers can depend on a faster checkout process. Yuan shared, “Employee training is extremely quick with Revel. The system is very intuitive and our employees are already familiar with iPads, making training that much easier. It takes roughly 1 to 2 hours to fully train an employee on Revel iPad POS. Having a system that’s really intuitive is great, not only because we can get people in and out, but every time we have new employees, training is super fast.”

“It takes roughly 1 to 2 hours to fully train an employee on Revel iPad POS.”



Employee training can be completed in less than a day

GROWING WITH REVEL

Revel iPad POS prides itself in its ability to scale and grow with businesses. As Chobani SoHo grows, the business can easily add more features and integrations to meet their needs. Palit shared, “What I like about Revel is that I don’t have to turn on all the features at once. We can take it as we need it with our business. And as our business grows and needs increase, my POS capabilities can expand. We started with the basics and now add features as we need them. As the store is ready to grow, I can turn on different features, including inventory management, purchasing functions, and even work schedules. But every feature doesn’t have to be turned on at once and that’s really why I believe businesses can grow from one store to a hundred stores with Revel. A lot of other systems are very cumbersome. They require you to turn on everything and it’s traumatic to a business if they have to go and manage a lot of change. Revel’s software gives us the flexibility to make changes and updates to the system without going through the high integration needs that most companies have to do with a complicated system. We’ve been able to use Revel’s capabilities so easily at our flagship store that, from an IT perspective, we have very little concern about expanding it to larger business models and going global. There is no doubt Revel will be able to grow with us as our business grows.”

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WHAT'S NEXT FOR CHOBANI

After Chobani SoHo's success with Revel Systems, both Yuan and Palit have only positive feedback for other business owners looking for a POS system. Yuan shared, “I've recommended Revel to all of my friends in the restaurant industry. You can find other solutions out there but you're talking about getting third party support and other modules, and it just gets expensive. But with Revel, it's really a one-stop shop and you can get your business up and running quick. After searching for over a year for the right POS system, I'm happy to say that Revel is the best selection.” Palit added, “Revel is a top player in the POS space and cutting edge when it comes to the latest technology. I would definitely recommend their system to any person that is opening a business. Revel iPad POS provides the capabilities for a big, enterprise system, but is easy to use for a business owner of any size, whether it's one shop or one hundred shops.”

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With tremendous growth after upgrading to Revel iPad POS, Yuan and Palit have developed big plans for Chobani in the future. Yuan shared, “At Chobani, we're still pushing the boundaries on how you can consume and eat yogurt and live a healthier lifestyle. The cafe is really the cutting edge of the sword for us and we want to expand. We want to see stores all across the United States and eventually enter the market on a global scale. It's really about honing this flagship store and finding the right recipe, which we continue to do as we change our menu and improve. We're really excited to bring this place to cities all over the United States.” Palit added, “With our expansion in this cafe, we wanted our POS technology to keep up with it. And we've been very successful with Revel, without having to go leaps and bounds to get to where we want to be.” As Chobani opens more cafes around the world, Revel will be by its side.

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