



# Maitre'D®

Software that serves you better

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- Pierre Richard, Senior Analyst for St-Hubert

## St. Hubert Rotisseries

### Restaurant chain finds software solution that meets its growing needs

The Canadian restaurant chain, St-Hubert Rotisseries, derived its name from the street where the first location opened in Montreal in 1951. With more than a hundred stores already open in Quebec, Ontario and New Brunswick, the concept has clearly taken off. The menu at St-Hubert consists mostly of barbecue chicken dishes, and St-Hubert has several additional dining concepts including its Resto-Bars and Terraces, and includes several quick service style St-Hubert Express locations.



### Maitre'D & St-Hubert, a solid partnership

St-Hubert has been running all of its locations with Maitre'D for many years now and is still very pleased with everything the system has to offer. According to Pierre Richard, senior analyst for St-Hubert, St-Hubert originally decided on Posera's Maitre'D POS system because they felt it was the best of its breed for software capability, customization and open architecture. St-Hubert needed a company that would grow with them. “One of the most important selection criteria for choosing Posera was their policy on constant product evolution and frequent updating of their Maitre'D software. Posera is always looking for new options and listening to what the industry needs, as well as what their customers need.”



### Using new technologies to boost profits

St-Hubert recently implemented a streamlined ordering process to better serve all of its locations. Their main objective was to have one unique phone number for all phone orders as well as an online portal for online orders that would be available to almost all of their Quebec locations. Therefore, Maitre'D worked on an integration with S2i web, a business-active company who helps medium to large businesses to jump-start their evolution using the power of the Web.



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This new implementation has proven to be a success: during the past few years, the restaurant chain's call center considerably increased the number of orders received. Roughly 220 000 customer orders were received online annually and 1 670 000 phone orders were processed by the call center.

The 2 main functionalities that were critical to St-Hubert was to have real-time & bi-directional communication with the web service. These features allow St-Hubert to have real time updates on an item's availability, the delivery time and delivery zones for each restaurant. "This improved our customer service a lot" stated Richard.

## A convincing system

St-Hubert is currently using specific Back-Office modules and interfaces to manage their business including inventory, time and attendance, delivery, electronic funds transfer, accounts receivable, accounts payable, bar control system interface, and payroll interface. Explains Richard, "Maitre'D helps us control sales and labor costs by providing clear and concise reports that help us take action more rapidly when problematic situations occur, which in turn, enables the manager to use his time more productively."

## Opening the lines of communication

Maitre'D's Corporate Solutions enable daily communications between the head office and the stores easily and effectively. The broadcasting feature is used to distribute system changes from the head office to remote units. According to Richard, "Maitre'D has given us a lot of flexibility to collect information at the head office. We feel we know exactly what is going on at the stores now because of all the information we capture with this system. We know what the daily sales are at the individual stores, as well as how each part of the restaurant is performing."

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