



**Maitre'D®**  
Software that serves you better

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- Jon Broughton, General Manager PFG/Sodexo

## Sodexo

### Challenge:

#### Improve the speed of service for the guests

Principal Financial Group (PFG) headquarters are located in Des Moines, IA and operates 5 separate Sodexo cafeteria units. With the high number of transactions in a day, the management team at PFG was looking for a solution that would primarily help improve their speed of service; this was their main objective of implementing a new POS system within their numerous locations. "We were very familiar with the Maitre'D system from using it in many other Sodexo accounts. We have always been impressed with how seamless the transitions are for Maitre'D as apposed to other systems" stated Jon Broughton, General Manager at PFG/Sodexo.



### Solution: Maitre'D's flexibility and ease of use provides the efficiency PFG was looking to increase

Wanting to respond to its customer's needs, Maitre'D pulled out every effort to ensure Sodexo would make the service faster at the counter. "Since we introduced Maitre'D in our cafes, we reduced credit card transaction time from 15-20 seconds to 2-3 seconds" stated Ryan Carpenter, Senior Relationship Manager at PFG/Sodexo.

The latest technologies offered on the market was another factor considered by Sodexo and to be able to trust its technology provider in that sense was key. "We want to remain trend forward in regard to our IT infrastructure in our café space. We will continue to monitor the market and evolve with it" precised Carpenter.



### Results: PFG now relies on its Maitre'D system to make crucial business decisions

Sodexo is relying on Maitre'D's reporting center to analyze the data and make crucial business decisions. "Data from POS reports are integrated into every business decision we make. The type of detail provided by the Maitre'D system, we are able to make fact-based decisions quickly, leading to improved operational efficiencies and cost control" added Broughton.



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With that in mind, Sodexo achieved to dramatically cut costs and therefore save important amounts of money, thanks to their Maitre'D POS System. "Looking at just the improved automation over the old register tape process, we've reduced a combined 28 labor hours per week between the cashiers and managers. That's saving us of over \$19,000.00 per year!"



### The System

Sodexo of Principal Financial is using High Speed credit cards interface via Net ePay and have a total of 20 licenses. They also use DataBoard and eGlobal to help them managing their 5 locations. As for the hardware, they are using Sharp UP-X500 terminals with Epson Tm-T88IV thermal check printers and WeighTronix 6710 scales. Their system implementation, sales, training and support are all provided by Midlands Business Equipment in Iowa, an authorized Maitre'D Reseller for the area.

The PFG also have plans on using Maitre'D at another remote location in another state in the future.

