

Hollyhock Hill

8110 North College Avenue
Indianapolis, Indiana

Ken Bunch
CRS
5621 Elmwood Avenue
Indianapolis, Indiana 46203

10/12/2005


Dear Ken

I guess you could say that Hollyhock Hill's involvement with CRS came as a result of the recommendation of one of our trusted suppliers. As I told you, initially, I contacted your company because one of your salespeople, Dave White, was singled out as an honest, yet knowledgeable specialist in the industry. It was because of that endorsement that I called CRS when I began investigating POS systems. I am glad that I did because CRS has certainly lived up to the customer responsive reputation suggested by my supplier.

As you know, Hollyhock Hill has the distinct reputation of being the second oldest restaurant in Indianapolis, having been founded in 1928. Throughout the years, many changes have occurred in the restaurant and with the level of competition we have faced. One of the most dramatic alterations to our way of conducting business involved the implementation of the Maitre'D/IBM system which was similar to going from A to Z in one big step. Even though the learning curve wasn't overnight, the impact on the accuracy of handling our orders was almost immediate. It is because of the "pre-checking concept" that Hollyhock Hill now is assured of an immediate accounting of the food and beverages before the food is prepared or the guest is served. There is no question that our previous manual system which allowed the servers to handwrite the orders and obtain food based upon those guest checks was full of error opportunity for addition mistakes and forgotten items. With the Maitre'D system, nothing comes out of the kitchen or bar unless it has been printed on the kitchen printer—assuring the cooks that a record has been made. One of the features that our servers have learned to appreciate is the ability to split up a guest check between several customers after all the food has been ordered and the bill is ready to be paid. This was a math nightmare and very un-professional with handwritten checks so our customers like the speed and accuracy as well.

Recently, we implemented the Maitre'D time and attendance package on our system after a consultation meeting with Marty (CRS) and my accountant. We moved away from a large payroll processor and we obviously were somewhat concerned as to the viability of Maitre'D to correctly account for employees hours. The transition has been successful and my accountant seems quite satisfied with the data provided by Maitre'D. I would certainly be remiss if I didn't comment on the excellent support I have received from everyone at CRS, but particularly Marty. He has been there for whatever we needed, whenever we needed anything. He is definitely an asset to your organization. Based upon my experience with CRS/Maitre'D, I would gladly recommend the combination to any table service operation seeking to improve their accuracy and control.

Sincerely



Jay Snyder, Owner