

Shupe's Mooresville Dairy Queen

Former college and NFL football player. Mark Shupe has tackled a new ballgame in the Dairy Queen business by installing a Maitre'D point of sale system in his brand new Mooresville, Indiana store. With a background of growing up in the business with his dad, Bill, Mark had all the ingredients for success and his new Maitre'D system is sealing the deal. CRS implemented a four terminal Posiflex system connected to a kitchen video configuration of prep and expediter screens. All components are networked to a super Micro back office computer which talks to a high speed DSL line.



"One major distinction that I really like when comparing to Panasonic is the integrated credit card readers—that helps me get a 3-5 second transaction time"



"For example, when a customer orders a blizzard, the screen automatically changes to display every available flavor and choice associated with blizzards"



"Coming from a Panasonic 7500 background, I was somewhat concerned about my employees learning the new system. Maitre'D is surprisingly easy to learn when compared to Panasonic"



"When you combine the ease of just taking the order in the first place with the drive thru flexibility, we have made a huge improvement over the Panasonic system we were using"

Any quick service operator who is currently using Panasonic 7500's should seriously consider making the switch to Maitre'D because it will be better and easier than you think."—Mark Shupe—owner