

## CASE STUDY | Haydn Zug's Restaurant



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## The Client

Haydn Zug's, located in Historic Lancaster County Pennsylvania, offers fine dining in a colonial atmosphere. A member of the prestigious Dirona association of fine dining establishments, Haydn Zug's has been offering fine dining since 1969. The historic building dating to 1852 originally was a General store before passing to its namesake. Haydn Zug was a colorful personality in the area and remained an active participant in the local business community well into his nineties.

Today, the restaurant boasts an award winning wine cellar as memorialized in Wine Spectator magazine.



## The Challenge

Despite being a well know name among fine dining establishments in the area, Haydn Zug's was faced with a dilemma, How to attract patrons wishing to obtain gift certificates without having to have them come to the rural establishments. Previous attempts to sell certificates at a local shopping mall were successful however were limited to the holiday season due to the high labor costs associated with an attended kiosk.

How could the current owners capitalize on the concept year round without substantially eliminating the upside of the increase in traffic to the restaurant by the high cost of labor when traffic might not support it?

## The Solution

Upon reading of the success of Livewire in the ski lift ticket arena, current owner Terry Lee approached the York, PA based company with an idea. If Livewire could sell a lift ticket from an unattended kiosk they could also sell a gift certificate. Livewire fresh off being named "Best Retail Kiosk Application" by several industry associations was up for the challenge. Utilizing their existing ticketing software and kiosk management network, Livewire developed the application and called on a local display manufacturer to integrate a custom kiosk cabinet into the required kiosk cart.

What was created was a customized solution that not only achieved the goal technically, it was also attractive to the consumer and also coincided with the restaurants brand image of a colonial building.



After its installation in early November, the kiosk provided a large jump in gift certificate sales for the holiday sales period. Livewire's real-time monitoring system has allowed restaurant management to track sales as well as manage certificates redeemed. According to ownership, ROI was achieved in the first 8 weeks of deployment and other locations as well as utilization by other fine dining establishments are being considered.

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