

How Servers Benefit From the SteadyServ System

There is no doubt that we have all enjoyed the offerings of a bar or restaurant at some point in our lives. Whether it be running out on a lunch break, meeting for drinks, or celebrating a special occasion, we have all found ourselves dining out. Not everyone, though, has been behind the scenes of a restaurant. We talked to Taylor, a Content Marketing Specialist at SteadyServ, about her experience working on the wait staff at a Noblesville, Indiana restaurant.

She described one of her most stressful experiences as a server. Her shift was almost over, and the rest of the wait staff had been let go for the night. She was finishing closing duties when, all at once, four tables walked in and one of them was an entire little league baseball team.

In situations like these, servers are responsible for doing approximately 45 things at once. *Wait, did she ask for a side of ketchup 15 minutes ago? Was that burger medium rare or medium well? No onions, sub tomatoes.*

Taylor is running around, tending to each table while repeating *side of ketchup, side of ketchup, side of ketchup*, in her head as a reminder that someone did, in fact, order a side of ketchup 15...wait...now 22 minutes ago, she's just hoping nothing goes wrong. The last thing she wants in this moment is to go to the bar to retrieve the 8 pints of beer on tap that were ordered and find that the keg just kicked.

Spoiler: It did. Taylor can confirm that nothing makes restaurant patrons more upset than when they are really looking forward to a certain beer and you have to inform them the keg has just been emptied and that there isn't any more. In fact, our data shows that a patron will drink a third less beer when their first choice isn't available.

Jobs in the foodservice industry can be very high stress, but they don't always have to be. SteadyServ has created a draft management system called iKeg that enables bar and restaurant owners, managers, and staff to view and analyze their draft beer data. This software provides a real-time view into the establishment's current tap lineup. This includes accurate keg levels and compelling draft performance reports that come straight to any smartphone in real-time. The Days On Tap report identifies slow-moving draft products and tracks keg freshness. This enables managers, servers, and bartenders alike to be proactive and have oversight when it comes to knowing how much beer is in each keg.

With iKeg, the goal is to never have to say, "Sorry, we're out of that" again. It eliminates the stress of estimating how long a keg has been on tap or having to use the lift-and-guess method in an attempt to measure how much beer is left. That being said, we understand that in some situations, running out of beer is inevitable. The restaurant business is hectic and often times unpredictable. As a server, while you probably aren't responsible for ordering kegs for the establishment, that doesn't mean you won't benefit from being informed about your establishment's keg levels. Servers are essentially the primary representative of a restaurant – interacting face to face with the customers more than any other employee. They are the ones responsible for telling customers what beers the establishment is currently offering and what beers are no longer available.

If patrons go to a restaurant looking for a certain kind of beer and get there only to find that it isn't on tap anymore, a common response is no doubt going to be, "What else would you recommend?"

As a server, the best thing you can be is knowledgeable about the offerings of the establishment. You might not be well versed in all things beer, but SteadyServ offers resources that can help. As stated earlier, iKeg provides a real-time view into the current tap lineup. This includes details such as style, price, size, IBU, ABV, and brewery information for each beer. Additionally, BreweryDB is a database that contains a vast amount of data about beer and breweries. This platform contains a beer style guide that contains descriptions, characteristics, and examples of each beer style, perfect for when a restaurant patron asks for a recommendation on a type of beer. Servers who are well-informed about the offerings of the establishment and are easily able to offer recommendations will create an enjoyable dining experience for customers, and in turn, will likely see an increase in tips.

The wait staff are a vital element to the function of any bar or restaurant. Servers have one of the hardest and most important jobs – interacting directly with the customers. Being informed about your establishment's current offerings and having general knowledge of different beer styles, breweries, ABVs, and IBUs is something that not only will the customer enjoy, but will aid in selling more beer.