



Abu Ahmad Butchery: Toshiba TEC's Touch2Cook solution improves business efficiency and competitive edge.

Located in the heart of Punchbowl, NSW, Abu Ahmad Butchery is considered one of the most established butchery store in the local south west community. For business owner Mohamed Fettayleh, the butchery store has been a very successful family run business for the past 20 years. Its broad customer base ranges from Lebanese to Eastern European migrants in the bustling south west suburb.



Challenge: A competitive edge through customer service

With an increasing number of customers streaming into the store everyday, Mohamed faced a challenge of providing good customer service to his loyal customers. The IT savvy Mohamed understands that to provide a good customer service in today's world, he has to think outside the box by looking into various IT technologies to provide a value added service that will keep all his customers coming back to his store over and over again.

Solution: Toshiba TEC Touch2Cook Solution

In consultation with its support provider, Mohamed recognised the advantages of the Toshiba TEC's Touch2Cook system and the value it provides to his customers. The system was introduced, evaluated and implemented after a careful study. The Touch2Cook system comprised of the Toshiba WILLPOS A10 with a Toshiba TRST thermal printer. It serves as an interactive kiosk system whereby customers can easily access to a range of cookbook recipes with suggested meat type to go with their choices. The system also provides him an option to put in his own local recipes to suit his customers' taste.

Providing a self serve advantage

With the introduction of the Touch2Cook system, many customers have started printing the recipes of their choice through the system and requested for additional meat products to go with it. "We have seen increased sales of our meat product with the customer now becoming more knowledgeable with the type of food they want to cook" Mohamed states. "We have even linked the Touch2Cook system onto our in-store digital signage to advertise our daily specials" added Mohamed.

"The kids and mums love it! Some even come to our store just to get the recipes off the machines" says Mohamed. "There is no doubt that introducing the Toshiba TEC's Touch2Cook system is one of the most innovative solution for us to grow our business even further. Our Touch2Cook system has provided a point of difference between other butchers and ours. We want our customers to come back again and again to make use of the system and that will take us up another level in providing good customer service."



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Owner
Abu Ahmed Butchery

For more information on Toshiba TEC's Touch2Cook Solution, please call (02) 8845 6200 or visit www.toshibatec.com.au