Key Revel Features

- Multi-Location Management
- Enterprise Reporting
- Speed of Service
- Employee Management
- Online Ordering
- Always On Mode

About Sajj

Sal Khoury and Zaid Ayoub have been serving Mediterranean food to the Bay Area since 2012. Collectively, Khoury, Chief Executive Officer (CEO), and Ayoub, Chief Marketing Officer (CMO), contributed to starting Sajj with the intent to create a healthy and fresh Mediterranean quick service establishment. Sajj offers customers the ability to fully customize their Mediterranean food, whether it is a falafel shawarma, salad bowl, rice bowl, pita, or a wrap. At Sajj, customers are given the experience of fast service with the flavors and aroma of Mediterranean food. Originally, there were five founders that started the company and today, Sajj is a corporation looking to heavily scale throughout major locations. Sajj's first location opened in 2012 and since then they have expanded to three locations, even adding a food trucks side to their business. Ayoub shares, "The idea is to scale the concept to a bunch of locations in the Bay Area, along with food trucks."

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A Pos Built To Scale

After going through a number of POS options for Sajj, Ayoub ultimately shared why he chose Revel Systems iPad POS: "What we really like about Revel is the fact that it is cloud-based, the fact that it's real-time, the fact that you can have iPads anywhere you want; and also be able to see the data for all of your establishments on the backend right then and there. It's excellent, it's iPad-based, everybody is familiar with it, and it really sets us apart from other concepts because we're using the latest and greatest technology. We switched to Revel in the summer of 2013 as the first system. Now we have five Revel POS systems around the company and have all the managers use the backend. We hope to grow and get more systems as we go."

"The fact that the data is available all the time is priceless."

With Sajj growing so quickly throughout the Bay Area, Khoury and Ayoub needed a Point of Sale (POS) system to grow with their business. When Ayoub chose Revel, Sajj's POS systems were set up quickly and ready to go within two weeks. He shares how easy it is to grow with Revel by stating, "The nice thing about Revel's POS is once we have it up and running, it's very easy to replicate. In our business, all our units are the same. Even if you have things worked out, it's easy for us to scale. The nice thing is, once you set it up once, you could replicate in different locations and it's on the same backend. It's really seamless for us where you could be sitting in the corporate office and you see exactly what every store is doing, what every truck is doing. As we grow, that would become even more important because you'll be able to monitor and get the data from every store at the same time. Our menus are similar and pretty much consistent. When there's a change, you just change it once and you just upload it to all the different stores and the trucks at the same time. It allows us to have consistency, which is extremely important in our business." Khoury also discusses Revel's ability to scale and states, "At Sajj, we definitely recommend Revel for other businesses because of the simplicity in growth with this system and that you're able, as a business owner, to track all your locations from your home ultimately or from wherever you are."

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Accessing Data & Analytics

Before Revel, Sajj's biggest pain point was limited reporting and the inability to gain insight on business performance in real-time. Ayoub shared his struggles with limited reporting capabilities: "The way we had it before, we had our legacy point of sale actually sync with a cloud-based service that overnighted the data into our systems. The data was not always accurate and it wasn't on time. The other issue we had was with time and attendance. With Revel, what we're able to do is have the data in real-time and be able to do time and attendance 24 hours a day."

With the use of Revel's Enterprise Management System (EMS), Khoury and Ayoub are able to access multiple performance reports in real-time. Ayoub states, "Data is extremely important. We rely on it quite a bit for decisions in terms of hours, product mix, ingredients, and labor forecasting. It gives us
an advantage to have the right analytics and right data in our hands to make wise business decisions; and the system allows us to do that. Obviously the labor control reporting is extremely powerful. There's a really neat feature that Revel has which gives you, based on the last 200 credit card transactions, the percentage of repeat business which was added on recently. I think that's really cool because it gives us an insight as to how often our customers come back into the store or on the truck, and we're able to make a lot of decisions

about how to attract customers or how to reward customers based on the frequency that they come in. The fact that the data is available all the time is really a priceless activity. For us, it's very important to know how we're doing, how the staff is doing, when the customers are coming in, and how much customers are enjoying the experience; that really is the one thing that helped us the most using the Revel system."

"With Revel, we're able to actually move the line as fast as we need to."

Khoury also shares the benefits of forecasting labor reports. He states, "One of the features we're using right now is forecasting labor and doing the schedules on the Revel POS system itself. This allowed us to accurately forecast what sales are going to be and allocate the proper amount of labor to handle sales in the future, rather than looking at what happened in the past and adjusting. It allowed us to measure minute-by-minute exactly what the labor percentage of sale is. In this business, labor is a huge part of the cost equation." With forecasting labor reports, businesses can significantly save costs and time.

Accelerating Speed Of Service

Being a quick service business, speed of service is extremely important. Overall, Sajj touches anywhere between 1000 to 2000 people a day including all the outlets, food trucks, and catering. Food trucks alone in big picnic areas can lead to serving up to 500 people in a short span of 3-4 hours, while their in-store line serves up to 300 people per day per location. Revel's POS has helped accelerate Sajj's speed of service to meet customer demand. Ayoub shares, "With Revel, we don't have the need to have another POS system. One POS system is enough for our concept to run through a high volume of customers. We never have a bottleneck around the POS system, which means that customers, once they get through POS, they're able to process the transaction as smoothly and fast as possible. With just a couple of clicks you're able to get the people through. We time the duration from the beginning of the line to the end of the line (getting to the POS system); it's about 2-3 minutes. Speed is extremely important and we optimize our process and the line to be able to run through extremely fast. With Revel, we're able to actually move the line as fast as we need to."

Effectively Managing Employees

Khoury dives into another pain point around employee management, especially for a multi-location business. With a number of locations, it is hard to keep tabs on each employee's time sheet. With Revel, this pain point is relieved by allowing business owners or managers to exact time check clock in's and clock out's remotely. Khoury shares, "The manager needs to know if their employees clocked in and out properly and that used to be a problem for us all the time. Now (with Revel), the manager from home can actually know if his employee clocked out when they're supposed to clock out. That technology is there in the backend for us to see that and for the managers to monitor that regularly every night. That helps a lot."

Delivering With Online Ordering

Atop of food trucks, catering, and its quick service establishments, Sajj also offers online ordering. With today's quick service businesses, online ordering has almost become essential to a customer's experience. Keeping track of every online order can be difficult, but not for Sajj. Khoury discusses what he likes about Revel's online ordering features: "At Sajj, we implemented online ordering through Revel so that the orders could pop up on the POS in real time and we're aware of them right away. It flashes so that whoever is handling the POS system at the time knows there's an online order coming in. The order is getting processed in the POS in terms of transaction, in terms of credit card, in terms of everything. We don't have to rely on an outsourced service for that."

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Saving Up To $5000 With Always On Mode

Khoury uses Revel's Always On Mode to avoid any loss of sales due to Internet slow-down or a power outage, especially with their numerous on-the-go food trucks. He states, "What we had before was a hardwired, DSL system prior to Revel. Right now, Revel is a cloud-based POS that is valuable especially to food trucks. The cool thing is the offline mode works and we're still able to generate all the data if the Internet in a specific location where the truck is going is not available. It could mean a lot of money if we're at a food truck outing that has no Internet. Any outing for us can generate sales anywhere between $1000 to $5000, so there's a substantial amount of money lost if we don't have that feature. Always On Mode is definitely crucial for our food truck business."

What's Next For Sajj

For Khoury and Ayoub, the most important thing for Sajj is to make sure that their customers enjoy their overall experience: the ambience, music, food, sit-down, everything. Ayoub shares what's next for Sajj: "We're really excited about where we are today. We believe that the customer experience that we created is a great one. We have tremendous repeat business and we get a lot of happy customers after they leave; that to us is the ultimate thing. We hope to be in a lot more locations soon throughout the Bay Area and beyond. We're excited about where the concept is and all the acceptance. We're getting into communities and hope to touch more people, with more people happy as we grow."

Sal Khoury
Chief Executive Officer (CEO)

Zaid Ayoub
Chief Marketing Officer (CMO)