



**Guzman y Gomez** first opened their doors in Sydney, Australia in 2006, growing the fast-casual Mexican kitchen concept to 15 stores by 2012.



Josh Bell was initially introduced to co-founders Steven Marks and Robert Hazan by a mutual contact, and despite working at a bank with minimal restaurant experience to his name, Bell believed in the concept and the entrepreneurial spirit of Marks and Hazan. After six months of training, he convinced the duo to let him grow the brand internationally. In 2013, Bell opened the first Guzman y Gomez location in Singapore and is now the general manager of 11 locations across the island. Today, the franchise has 135 restaurants in operation across Australia, Singapore, Japan, and the U.S.

As growth soared in Singapore, Bell experienced failed partnerships with two point of sale (POS) solutions that couldn't meet the growing needs of the franchise. That's when he began having conversations with Revel Systems. Today, as technology is playing an increasingly large role in helping businesses adapt to consumers' new health and safety demands, Bell feels fortunate to have Revel's powerful technology in place to keep his Guzman y Gomez locations open for business.

## Growing A Franchise With A Technology-First Mindset

During 2019, real estate prices in Singapore reached an all-time high. Bell and his team decided to pause their efforts to scale the business and instead focused on the technology powering their existing 11 locations. Armed with a deep understanding of their digitally-savvy consumers—smartphone penetration in Singapore is the highest in the region according to Statista—they wanted to upgrade their technology to improve productivity and efficiency. The team started by updating and automating many POS functions, including credit card processing, payroll, claim management, expenses, and beyond.

With the emergence of COVID-19 and its sweeping effects on the hospitality industry, their technology-first mindset put them in the very fortunate position of keeping their virtual doors open. Coupled with access to Revel's many integration partners, they were able to pivot quickly.

An integration with payments platform Adyen helped Guzman y Gomez reduce transaction times from five minutes to just 30 seconds. The result? Accelerated authorizations and automated back-end reconciliations shortened queues and minimized human-to-human contact.

The team is also finalizing an integration with Aigens, a robust delivery platform that injects orders from third-party delivery providers like Deliveroo, UberEats, and FoodPanda directly into the Revel POS. Once the integration is complete, customers will have access to an optimized online ordering experience that reduces contact and errors, and increases speed and accessibility.

## Customizable Front And Back Of House Experiences

The team at Guzman y Gomez enjoys educating customers on their supply chain so they can rest assured that their food is fresh and well-sourced. For example, the brand's signature guacamole is made from Hass avocados that are flown in from Australia every other day. According to Bell, the front counter is the most valuable piece of real estate in a restaurant, and Revel's Customer Display System (CDS) allows his team to control first impressions made at the counter by promoting their supply chain and beyond.

He explains that “the versatility of the CDS is what's so appealing,” and that after featuring ingredient sourcing on their customer-facing displays, sales of modifiers like guacamole increased. They also use the CDS to promote COVID-19 safety practices, removing the burden from their staff by encouraging customers to use contactless, cash-free payments.

Revel's Kitchen Display System (KDS), Bell adds, is “phenomenal because of how customizable it is out-of-the-box. That's where the bottleneck is in most restaurants, and it's the last line of defense for food prep and consolidation of orders.” For Guzman y Gomez, the ability to color code and modify the flow and feel of the KDS is hugely valuable from an efficiency perspective. Bell says implementing the KDS across their kitchens was the “biggest and most significant system improvement” they've seen.



*“The cloud-based solution means that we can roll out marketing collateral on the CDS immediately, and that's actually not a common feature from my experience with other POS solutions,”* said Bell.

## Sleek And Secure Ios Technology Built With End Users In Mind

Revel's iPad-based lineup of products, all backed by Apple's powerful iOS operating system, is a major perk for Bell. He explains that when you walk into other restaurants, "you often see large, dated consoles" taking up precious real estate, whereas Revel's clean and minimalist hardware is a more tasteful fit. He also appreciates that he's able to use cloud technology built with security in mind, further insulating the business from cyber threats. Today, 80% of smartphones run on Google's operating system. As a result, Android is still the primary platform targeted by cyberattacks according to Govtech.com.

*Not only is the POS sleek and secure; it's also easy to use. "Because Revel is an iPad-based solution, it was immediately familiar to my staff and our customers. Almost everyone is familiar with the user experience, and the hardware isn't threatening," Bell adds.*

Lastly, with other POS solutions, Bell often noticed enormous lags during transactions, which compounded over time.



Revel's technology allows his staff to power through the lunch rush, acknowledging that "with Revel, everything's instant and there's never a lag."

*"I wanted to know how we could bend and flex Revel's off-the-shelf solution to fit the Guzman y Gomez business model, and that's exactly what we did. It turned out to be one of the best moves we ever made, and we haven't looked back."*

Josh Bell, General Manager,  
Guzman y Gomez

## Why Revel

Revel's scalable solution, built with multi-unit operations in mind, was the perfect compliment to Guzman y Gomez's technology-first approach to running its Singapore locations. As businesses adapt to a post COVID-19 world, Bell will continue to look to Revel to help better serve a new era of customers.



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