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Tijuana Taxi Installs Server Paging System for Faster Service

[Tijuana Taxi](#) serves up their world famous Mexican and southwest cuisine faster than ever with the SoftTouch SoftCall system. Customers get instant service at the touch of a button. Each table has a small wireless device with three buttons: Page Server, Drink Refill and Check Request.

"Our customers love it," says Jessica Costa, owner and operator of Tijuana Taxi. "When a customer needs instant service, they push one of the buttons and the wait staff responds."

[SoftCall push-for-service](#) empowers customers by giving them greater control of their dining experience at this casual eatery. "Even the most attentive server can't be in two places at one time; this technology makes good servers even better by giving them instant awareness of their customers' needs," adds Costa.

SoftCall integrates [Long Range Systems'](#) alphanumeric pagers and their [Table Genie](#) wireless push-for-service devices directly into the POS system. For example, when a customer presses the Drink Refill button, the server gets a text message with the table number and all of the drinks currently being served; this allows the server to bring drink refills without querying the customer first.

This wireless technology also fully integrates with the [SoftTouch INFORM](#) (Intelligent Notifications For Operations Real-time Management) technology, which is designed to improve workflow performance and customer satisfaction by sending real-time communications to servers and management.