

# MICROS an essential ingredient at Dôme cafes



Dôme

[domecoffees.com.au](http://domecoffees.com.au)

No. of Cafes

50+ Australian & 50+ Global



Dôme started as a single coffee shop in Cottesloe, Western Australia in 1991. A sophisticated, European-style cafe, Dôme soon built a reputation for fine coffee and a relaxed, friendly atmosphere.

After opening their second and third stores, both in Singapore, Dôme made the decision to start franchising their successful business model in 1993. Today there are over 50 Dôme cafes across Australia, and a similar amount again overseas.

Bill Lee was originally hired as a consultant to set up the franchising scheme for Dôme. Today, Mr Lee remains with the business as the IT Manager for the whole Dôme group.

"We now have franchises in six countries outside Australia – including Malaysia, Bahrain and the Philippines," Mr Lee says. "It's my role to look after the technology, data and IT strategy across all of these cafes."

Mr Lee says Dôme has been using enterprise management systems for a number of years. However, he only started using MICROS Enterprise Management in 2005, when Dôme decided to upgrade their systems.

"We had grown to have a number of outlets by then, and we needed a solution that helped us manage a larger organisation," he says.

"We're a data-centric company who likes to do a lot of analysis on the products we sell, so we needed quality information for decision-making. Our old system was extremely limited in what it could and couldn't do."

According to Mr Lee, one of the key factors behind the decision to choose MICROS point-of-sale solutions was the fact MICROS is supported internationally.

"We looked at all the solutions on the market, and one of the biggest ticks for MICROS was the fact they have a presence in several countries," he says. "For example, we have cafes in Bahrain and the Maldives, and both countries have MICROS offices which is really handy."

## Keeping menus up-to-date

With over one hundred cafes in the Dôme group, Mr Lee says the Enterprise Management feature of MICROS point-of-sale solutions make it simple and cost-effective to manage multiple menus at once.

"When you have so many outlets in different parts of the world, it's important to centrally manage the point-of-sale systems. That way we can make changes without physically having to go to the cafes."

Mr Lee says some of the most common changes for Dôme include redesigning till layouts, making pricing changes, and reconfiguring menu items – all of which can be done centrally.

"We don't change our menu often, but when we do it's usually major. It's great to know that we can make changes at our end and push them out to the point-of-sale systems overnight."

Dôme also uses the system to manage sub-groups of cafes – some of which may carry different menu items and prices. Mr Lee says such variances may result from differences in the local cost of goods, or in the natures of the cafes themselves.

"We have some small cafes in shopping centres, and some larger restaurant-style cafes that have a full kitchen and serve dinner. Those types of cafes will have quite different menus, and having MICROS helps us manage those differences more effectively."

"[MICROS Enterprise Management] allows us to focus our resources on our best products."

Bill Lee, IT Manager, Dôme



### Delivering a better customer experience

By improving the way stores manage their point-of-sale, Mr Lee believes MICROS Enterprise Management plays a role in helping Dôme increase customer satisfaction.

“We’ve set up our point-of-sale systems to provide the most efficient customer experience possible – allowing staff to fill the order quickly and accurately.”

He adds that the enterprise-level data also helps drive improvement across the franchises, as it helps management pick up on preferences and trends in customer behaviour.

“Our data is constantly giving us feedback about our customers’ buying habits. We can use that information to adapt our menu, and give customers more of what they really want from us.”

### Using point-of-sale data to make decisions

One of the key features of MICROS Enterprise Management is the ability to collect and consolidate store-level data from multiple point-of-sale outlets. At Dôme, this data is used to make strategic decisions about the menu and other profit drivers.

“We slice and dice the data to get as much information as we can on what we sell,” Mr Lee says. “That helps us see which products are winners and losers from a sales perspective, and which products are most profitable – which then allows us to focus our resources on our best products.”

As well using the data to refine their menu, Dôme uses trend analysis to identify strengths and weaknesses in individual stores.

“We can look at the trading patterns to see whether certain stores should open or close at certain times. We can also use the volumes of items sold to help us schedule labour – ensuring there are more people working when the cafes are at their busiest.”

Mr Lee says the ability to easily monitor the performance of multiple cafes, from many different angles, is a critical feature of MICROS Enterprise Management – a system he believes is continuing to improve over time.

“We started using MICROS point-of-sale in 2005, and we’ve been using the Enterprise Management capabilities from day one. Since then MICROS has developed the system significantly. Every year it’s getting better.”

### MICROS Enterprise Management

MICROS Enterprise Management allows corporate offices to control store-level information.

Giving your chain’s command center the ability to execute consistent pricing and respond quickly to changes in local restaurant competition, your market share increases naturally.

While individual outlets enjoy the freedom to focus on operations and customer service, enterprise changes are centralised and implemented without difficulty.

Increase menu offerings and promotions for the entire chain or target a single store. Accomplish tasks that took hours in just minutes!

To find out how MICROS could benefit your franchise, please visit [micros.com.au/franchises](https://micros.com.au/franchises)



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