



Posted On: 9/19/2008

Roosters Restaurant Gives Patrons Next-Gen Mobile Ordering Power

Known in South Florida for their hot wings, [Roosters Restaurant](#) is in the process of implementing an ordering solution from [DineBlast Mobile](#) that enables dining, take-out, and QSR patrons to use their own personal communication devices such as mobile phones and PDAs to electronically place an order and pay for their meal, directly from their table.

Owner-operator Michael Courtney explains, "More and more people are carrying iPhones and they want to use them for all kinds of things. We figured, this is perfect - customers can seat themselves and start an order instantly. They can even pay right from their phone. It's not a replacement for quality customer service; our staff is attentive and always ready to serve the customers. Dineblast Mobile enhances our customer service, allowing servers to be more attentive and responsive to customer's needs. This gives the customers flexibility. If they need something right away, they can use their phone or PDA to order it or even text a note to the server."

DineBlast Mobile also enables customers to place take-out and curbside orders. Patrons connect their device to the DineBlast Mobile WiFi network and are instantly routed to an order selection screen, where they specify dine-in, take-out, curbside, etc. A fully interactive menu allows the customer to order anything from the menu. Customers can even attach custom messages to any item. After sending the order, the customer can remit payment through the phone using a credit card.