

### Fast-Casual Seafood Eatery Fish District Got Hooked on Focus CA's Industry Leading Point of Sale (POS) Software



Achieving scalable growth for a family owned business can be a challenge in any market; however, Fish District has been able to spur growth across Southern California by creating gourmet style seafood dishes at affordable prices. The made-to-order, fast casual restaurant was introduced to Focus CA when it opened its first location in Carlsbad, CA in 2013.

Initially, Fish District was drawn to the ease of use and higher return on investment of Focus CA compared to other point of sale products. Focus CA provided full professional services, including staff training and go-live support, to ensure quality of service and guest satisfaction.

After testing a nationally recognized POS provider to compare performance at their third location, Fish District switched back to Focus CA due to a lack of client support. Fish District has since expanded to 6 locations across Orange and San Diego counties, all powered by Focus CA.



**Client:**

*Fish District Eatery*

**Objectives:**

*Adopt a POS solution that meets the needs of a fast-paced restaurant experiencing accelerated growth.*

**Installation:**

- Focus POS software
- Focus workstations
- Epson printers

**Results:**

*Focus CA equipped Fish District with POS software that streamlined their operations and enhanced efficiency. All 6 Fish District franchise locations are currently powered by Focus CA.*

## THE BACKSTORY

Focus CA drew appeal from seafood eatery Fish District back in 2013 when they were opening their first location in Carlsbad, CA. Their industry leading software and track record of exceptional service prompted Fish District to install Focus CA point of sale, and later at their second location in San Diego. When the business was ready to open its third location in Aliso Viejo, Fish District paused to consider whether it should remain committed to the POS software.

Despite satisfaction with Focus CA, Fish District decided to test a nationally recognized POS system at their new Aliso Viejo location.

## NEW POS SYSTEM CREATES ROUGH WATERS FOR FISH DISTRICT

Having selected a partner that seemingly had all of the bells and whistles imaginable to handle any business process, employees found the new system cumbersome and disjointed.

Fish District staff were accustomed to the streamlined functions of Focus CA software that effectively met the eatery's fast-paced, high-demand environment. The new software required functions to be accessed through individual programs contributing to disjointed workflows.

One Fish District employee said of the new software, "It's horrible. It takes about thirty steps and four different programs to accomplish one task. I'm used to Focus where it would be four steps and one program and you're done. Focus was definitely a more efficient and streamlined system."





With the new software installed at Aliso Viejo, Fish District saw a loss of employee productivity and sales. The multistep entry and separate programs slowed down the ordering process, which in turn diminished the customer experience and heightened employee stress. Moreover, service offered by the new company did not match the level of support that Fish District had become accustomed to when working with Focus CA.

## RESULTS

Fish District's disappointment with their new software partner led them to switch back to Focus CA. As one manager remarked, "It looked better on paper." Before long, Fish District installed Focus at their fourth and fifth locations in Irvine and Solana Beach. Currently, all six Fish District locations are powered by Focus CA.

Focus CA not only provides POS systems that meet all of Fish District's operational needs, but also a valuable business partnership they can rely on. Focus CA equips managers with robust technology solutions and accessible support, helping their customers surpass the competition towards a greater ROI.

## ABOUT FOCUS CA

Founded in 1999, Focus CA serves clients throughout California, Nevada, Utah, and Arizona. From single stores to multi-unit chains in the food service and hospitality industries, Focus CA is dedicated to employing solutions that will streamline your day-to-day operations and improve performance for your business.