PAR POS®

Roberto's Taco Shop Transforms its POS Experience with PAR POS®

"As a fast-food restaurant brand, it is crucial to get customers in and out as quickly as possible. Employees love how fast PAR POS is and guests love how fast we can get them through the line."

Roberto's TACO SHOP

Blanca Escoto,
Corporate Director of Operations at Roberto's Taco Shop

Since 1964, Roberto's Taco Shop – a fast-casual restaurant brand with 24/7 operations – has been serving its guests a taste of fresh and authentic Mexican cuisine at an affordable price. Since 2023, the brand has been leveraging PAR POS, the best-in-class restaurant cloud-based POS.

Challenge

Prior to PAR POS, Roberto's Taco Shop was leveraging a legacy, non-cloud POS that hindered speeds of service and lacked the features required for 24/7 operations. End-of-day closures were a nightmare for the brand; the system's inability to force-close ultimately led to balancing issues and unresolved checks rolling over several days across numerous locations. This created additional administrative burdens at every level – store and corporate.

Matters were worsened by an unresponsive POS partner who failed to address Roberto's Taco Shop's challenges. Raising concerns about critical system issues was continuously met with a frustrating lack of collaboration and support. "With our previous POS vendor, we felt like we were not being heard," said Blanca Escoto, Corporate Director of Operations at Roberto's Taco Shop. "We continuously kept telling them about our challenges with the system, but they never gave us a resolution."

Solution

The brand decided to upgrade its system to a more modern, open, and cloud-based solution equipped with the necessary capabilities for 24/7 operations. According to Escoto, it was also table stakes for Roberto's Taco Shop to find a partner that would support the needs of a growing restaurant brand. "We wanted to partner with a POS vendor that would listen to our challenges and cater to our needs," said Escoto. "A proven vendor who will listen to us and work with us rather than being their guinea pig and test subject."

A Mexican fast-casual restaurant with 24/7 operations

Operating for 60 years, with 80 locations in the California, Nevada, and Texas markets

Challenges

- Legacy, non-cloud POS hindered speeds of service
- Previous POS system lacked the capabilities critical for supporting 24/7 operations
- Leveraging a tech vendor who would not listen to their issues

Solutions

- PAR® POS®

Results

- Enhanced guest experience through faster speeds of service
- POS force close capabilities to avoid end-of-day close issues
- A collaborative partner that understands its challenges

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Blanca Escoto, Corporate Director of Operations at Roberto's Taco Shop

Roberto's Taco Shop made the strategic decision to partner with PAR Technology and implement PAR POS. The brand chose to partner with PAR due to their expertise, commitment to customers, and proven ability to support growing restaurants and 24/7 operations. PAR POS's open API and cloud-based POS platform enable Roberto's Taco Shop to leverage desired third-party solutions and seamlessly equip future locations with its tech stack. This also provides the brand with more flexibility, freedom to innovate, and adaptability to the ever-changing restaurant landscape.

Results

By upgrading to PAR POS and partnering with PAR Technology, Roberto's Taco Shop has been able to solve its previous end-of-day closure challenges. "A challenge that was solved by PAR POS was the end-of-day close," said Escoto. "Now, the store can close no matter what." With PAR POS's force-close capabilities, the brand can force close checks at the end of the day at any location at any time, no matter the circumstance.

Additionally, the brand has been empowered to improve customer experiences through faster speeds of service. "As a fast-food restaurant brand, it is crucial to get customers in and out as fast as possible," said Escoto. PAR POS's modern features and cloud-based architecture enable Roberto's Taco Shop to efficiently deliver the convenience that guests demand. This also ensures the brand has a stable platform to leverage, even in the most demanding environments. "Employees love how fast PAR POS is and guests love how fast we can get them through the line."

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