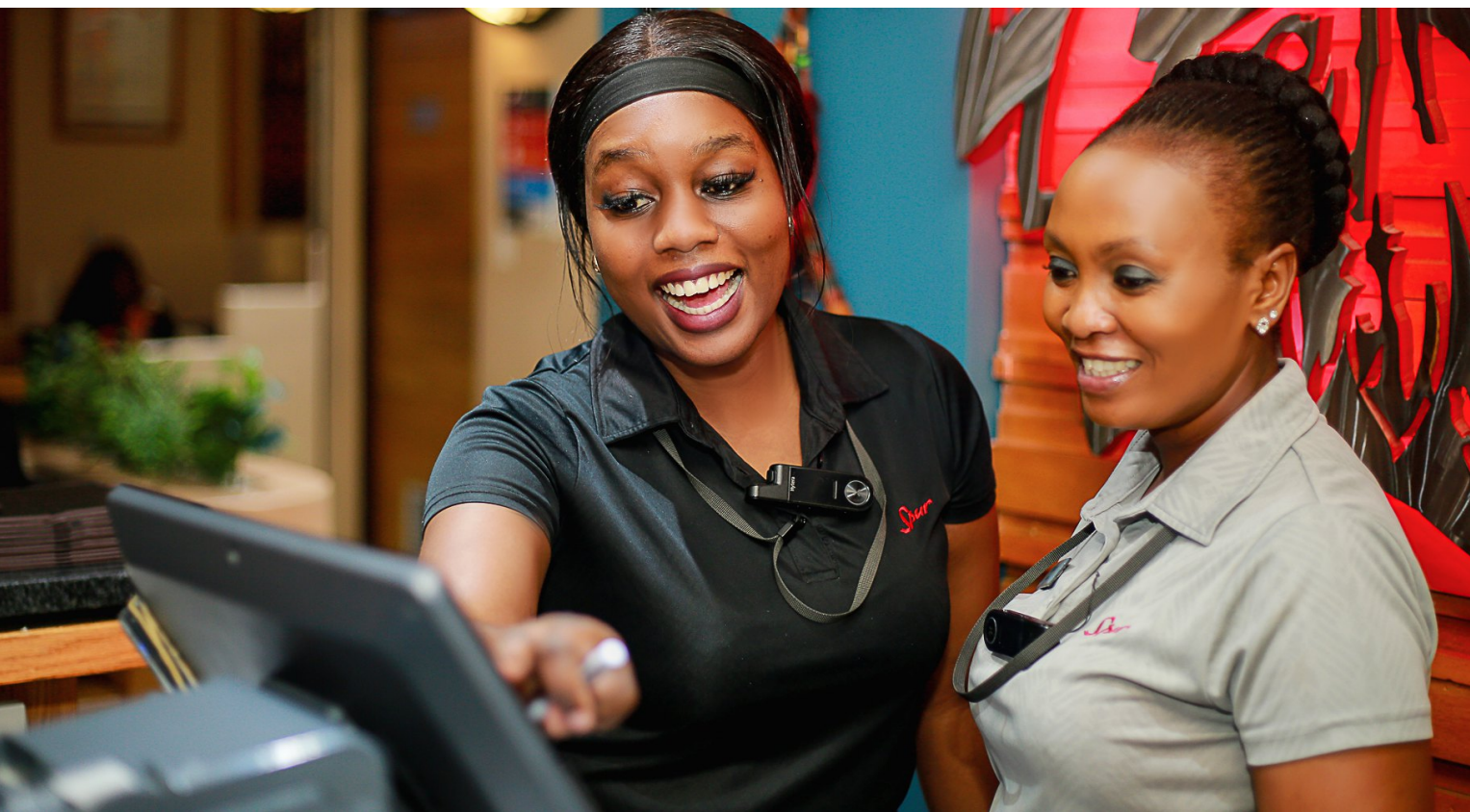


Hytera S1 mini Radios Improve Customer Experience at Spur Steak Ranch Restaurants in South Africa



Introduction

Spur Steak Ranches operates franchise restaurants across South Africa, but operational efficiency and customer service was being impacted by poor communications. Hytera supplied its compact S1 mini business two-way radios, which have enabled all departments to work together much more closely, so they are able to provide a better quality of experience for customers.

The Background

Spur Steak Ranches, a beloved South African restaurant chain, is known for delivering exceptional customer service and family-friendly dining experiences. With multiple departments in each restaurant including, kitchen, play area, front desk, storeroom, and floor areas, effective communication among staff is critical for smooth operations and for delivering a good customer experience.

Customer Name

Spur Steak Ranch

Project Time

2024

Project Location

South Africa

Industry

Hospitality

Products/Solutions

Hytera S1 Mini Business Two-Way Radios



The Challenge

The restaurants faced several challenges that affected service delivery. For instance, staff had to rely on runners or mobile phones to relay messages, leading to delays. Miscommunications often disrupted workflows, especially during busy hours, while a lack of real-time updates hindered swift problem resolution, impacting the customer experience.

Spur needed a solution that ensured instant, reliable communication across all key areas of the restaurant. As an initial phase, the company decided to introduce two-way radios at five of its branches in Gauteng Province: Mall of Africa - Lone Creek Spur; O.R.Tambo International Airport - Soaring Eagle Spur; Carnival City - Thunder Eagle Spur; Menlyn Mall - Arapaho Spur; and the Centurion Lifestyle Center - Kiowa Spur.

The Solution

To address the inefficiencies in coordination, Spur deployed Hytera S1 mini business two-way radios in the five local restaurants, equipping managers and key staff members in critical areas with the devices.

The rollout of Hytera S1 mini business two-way radios provided an efficient and cost-effective communications solution tailored to Spur's needs. This project was initiated by Boi Squared Engineering, a trusted Hytera reseller.

Each of the five restaurants deployed S1 mini to staff in the following areas: the kitchen, so chefs and cooks could coordinate orders seamlessly; the play area, to allow childminders to promptly alert management or staff of any issues with children; and the front desk, for handling bookings, walk-ins and dealing with customer concerns.

Other areas using the S1 mini included the storeroom, so staff could manage inventory requests in real time, and the restaurant floor areas, where the radios are used by managers to oversee operations and stay connected with all departments.

Staff received basic training by Boi Squared to familiarize themselves with the S1 mini radios, and usage protocols were established for smooth communication. The implementation of the S-mini radios delivered immediate and noticeable benefits.

Products

- Hytera S1 Mini Business Two-Way Radios



The Benefits

Faster Communication

Staff reported significantly reduced response times, improving workflow and efficiency.

Improved Customer Service

Real-time updates allowed quick resolution of issues, enhancing the dining experience.

Streamlined Operations

Departments operated more cohesively, especially during high-pressure periods.

Employee Satisfaction

Staff appreciated the ease of use and mobility provided by the compact S1 mini.

Compact Design

The S1 mini is the perfect fit for the restaurants as it has a very compact, lightweight design, so it is easy to carry, enabling staff to stay mobile without the radios getting in the way.

User-Friendly Interface

The radio is simple to use, allowing immediate adoption without extensive training.

Clear Communication

Reliable connectivity across different zones of the restaurant, even during peak hours.

Thanks to the initiative and support of Boi Squared Engineering, the rollout of Hytera S1 mini business radios has been a game-changer for Spur restaurants. By empowering staff with real-time connectivity, Spur has set a new benchmark for operational excellence in the restaurant industry. Staff at the Lone Creek Spur at Mall of Africa report that negative reviews have decreased by approximately 60% since the introduction of the S1 mini radios, and the number of compliments has gone up, thanks to the improved flow of communication within the business. The planned national rollout in the coming year will ensure that every Spur franchise benefits from this reliable and scalable communication solution..

Customer Testimonial

"The S1 mini radios have transformed the way we work. Coordinating between the kitchen, play area, and reception is now seamless. It's like we're all in the same room, even during the busiest times."

—Chief Cornelius Mutasa, Branch Manager of Spur



Hytera Communications Corporation Limited

Stock Code: 002583.SZ

Address: Hytera Tower, Hi-Tech Industrial Park North, 9108# Beihuan Road, Nanshan District, Shenzhen, P.R.C

Tel: +86-755-2697 2999 Fax: +86-755-8613 7139 Post: 518057

<https://www.hytera.com> marketing@hytera.com

HYT, Hytera are registered trademarks of Hytera Communications Corp., Ltd. © 2025 Hytera Communications Corp., Ltd. All Rights Reserved.