

FOR IMMEDIATE RELEASE

Michael Symon's "B Spot" calls on restaurant paging system from HME Wireless to make its customer service as good as its burgers

Popular "rock and roll burger joint" cites range of GuestCall LTD pagers in keeping guests satisfied

Atlanta, GA—June 23, 2011—B Spot, a self-professed "rock and roll burger joint" owned by celebrity chef Michael Symon, is now using GuestCall LTD [restaurant paging systems](#) from HME Wireless at its three Ohio locations. Due to Mr. Symon's popularity, waits of 1 to 1-1/2 hours are a common occurrence at B Spot, and have precipitated the need for [pagers for restaurants](#) as standard operating procedure.

"Without the [paging system](#), we would definitely not be as customer friendly," said Sam Lindsley, Director of Operations for Michael Symon Restaurants. "Michael's name helps with notoriety, but our main focus is to have great customer service, along with a great product."

Lindsley noted that the range of the [GuestCall LTD](#) pagers has "helped immensely" with delivering customer friendly service. Waiting guests are free to relax at the bar or shop nearby, without worrying about losing their table. [Restaurant paging systems](#) from HME Wireless also help to reduce walk-aways, a common risk with any destination as popular as B Spot.

B Spot has embraced technology as an important part of its customer service mix. In addition to using pagers, B Spot waiters and waitresses carry hand-held devices to take orders right at the table. Together, these innovations are working to drive efficiency and customer satisfaction.

Named by the SoBe Wine & Food Fest as "Winner of Best Burgers in America" for 2010 and 2011, B Spot has earned its reputation for quality food. Yet the quality of its customer service remains a key ingredient to the restaurant's long-term success.

As owner Michael Symon likes to say: "We obviously believe that we make a great burger. But without great customer service, it is just a burger."

"We continually strive to bring new solutions that will positively impact their guests and being able to deliver a total communications solutions for B Spot is another example of how we listen to our customers and deliver on their expectations," said Russ Ford, Vice President of HME Wireless. "We know that Michael and his team set the bar very high when it comes to vendors and we are really proud that we delivered on the commitment to excellence we made to them."

For more information on [restaurant paging systems](#) and complete on-site paging solutions from HME Wireless, call (866) 611-4202 or visit www.hmewireless.com.



Onsite Paging

About HME Wireless, Inc.

An industry leader, HME Wireless (formerly NTN Wireless) offers a complete line of reliable on-site messaging solutions to improve efficiency and customer service for businesses worldwide. Restaurants, hospitals, church nurseries, and retail businesses are just a few that have been using our systems to increase sales, productivity and customer satisfaction. HME Wireless is a subsidiary of HM Electronics, Inc.

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