

FOR IMMEDIATE RELEASE**Masala Wok spices up customer service and guest satisfaction
with GuestCall LTD restaurant pagers from HME Wireless**

Fast-casual eatery now “buzzes” customers when food is ready; cites noticeable improvement

Atlanta, GA—October 26, 2011—Masala Wok, a fast-casual franchise serving a selective blend of Asian and Indian cuisine, is now using [restaurant pagers](#) from HME Wireless across its eight locations in Texas and Virginia. With [restaurant paging systems](#) in operation, customers are now free to find tables—even outside on the coveted patios—without worrying about missing their order.

“It absolutely has improved the quality of service,” said owner Pramod Prodduturi. “We used to just give customers a number and call it out, which wasn’t up to the mark. Now we buzz them, and the experience is better.”

Prodduturi said they would sometimes receive complaints from customers waiting for 20 minutes on the patio, not knowing that their food was ready. The [pagers for restaurants](#) have changed all that, much to the delight of both management and customers.

Fast-Casual is one of the hottest areas of restaurant growth and with so many organizations entering this market companies everywhere are turning to technology to improve service. [Restaurant pagers](#) accomplish this in two key areas, first it allows guests to feel comfortable that they will not be overlooked and second it speed the table turns by getting the food in the hands of the guests as fast as possible.

Prodduturi noted that Masala Wok was also drawn to the advertising screen on the GuestCall LTD [café pagers](#). The screen allows for individual locations to feature the Masala Wok logo, as well as custom messages and promotions.

“Opening up and being successful with one location is hard enough but to grow to 8 restaurants you execute at a very high level,” said Russ Ford, Vice President of HME Wireless. “We are proud we were given the opportunity to work with Pramod and his team to help deliver even better service.”

Prodduturi also cited the ergonomic design of the pager as a customer-friendly quality “It’s easy to hold, and it even matches the décor.”

To find the Masala closest to you, please visit www.masalawok.com.

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

About HME Wireless, Inc.

An industry leader, HME Wireless (formerly NTN Wireless) offers a complete line of reliable onsite 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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