

## Florida Yogurt Franchisees ‘Geeked’ Using Pioneer POS S-Line

**January 2013** – Roland Zagarrundo has been a POS reseller at Florida based [MyPOSGeeks](#) (MPG) for over 10 years. With an already well-established footprint in southern Florida and western Texas, MyPOSGeeks was called upon by the Yo-Le Frozen Yogurt franchise which has been expanding from their current 28 locations in South America, into the U.S., Canada, and Europe. “In the next 5 years, over 100 upcoming stores will open across the nation and worldwide.” Yo-Le Frozen Yogurts is a self-serve frozen yogurt concept that has been a self-proclaimed “hit in the last few years in all major cities across the world.” Yo-Le is steadfast to continue its innovation by offering organic fruits along with all products that are certified kosher, really setting themselves apart from similar quick service concept franchises. With expansion planned to be so far reaching and in such a short timeframe, Yo-Le needed help stateside outfitting their new stores POS needs. Roland and MyPOSGeeks were there to help with such an audacious growth plan in the south Florida area.



With Yo-Le Frozen Yogurt needing immediate fast self-serve check out help, MyPOSGeeks looked to [Pioneer POS](#) and the always dependable [Pioneer POS S-Line with integrated Epson printer](#). The hardware specifications of the Pioneer systems worked perfectly with the quick service software that MPG offered. “Yo-Le really liked the Pioneer POS all-in-one with built in printer and customer display, and the only thing they needed to add was the Weightronix scales”, Roland said. He went on to say that the “Pioneer S-Line not only increased counter space, but

combined with the ease of the quick service software, they were able to go beyond the expectations of Ye-Lo’s self-service needs”. Joined with the Pioneer POS S-Line and unmatched industry knowledge for every POS need from MPG, the “proven tools to increase your bottom line while satisfying the customer” are all that was needed. Along with Pioneer POS, MPG also offers a wide spectrum of just about any POS application out in the market today, from digital menu boards and mobile handhelds, to customer self-ordering kiosks and even customer loyalty and reward programs.

Both productivity and profitably were a must from the installation, and Ye-Lo was able to reduce the footprint of their POS systems by eliminating the need for an external printer. The often overlooked benefit of increased counter space due to the configuration of the S-Line led to increased speed at checkout time. Just the solution the Yo-Le Yogurt was looking for. Yo-Le can now use this space to generate additional revenue by displaying advertisements or even selling additional merchandise. The S-Line has a bright [15" display](#), and is powered by Intel's Atom, up to Core 2 Duo processor while running most Windows operating systems. The S-Line also offers a wide range of integrated peripherals, such as magnetic stripe readers, biometric reader, barcode scanners, and secondary displays.

When asked about what real return on investment Yo-Le would expect from the installation, Roland said that with “two stations per store, all with Pioneer POS hardware, quick service software, and





## Case Study



training for a complete turnkey solution for a very nominal price, is all anyone in the hospitality industry could ask for.” Not only did the Pioneer POS terminals help improve productivity and profitability, but the “ease of use and quick check out” were really the primary benefits Yo-Le was most pleased with Roland said. “They had limited counter space and did not want anything complicated.” Roland went on to say that the installation was “very quick and easy, and took only a couple of hours with most of the software preloaded.” He concluded saying that “training only took 2-3 hours for managers and staff, and they were able to go live same day.”

It looks like Pioneer POS had a hand in helping with what Yo-Le Frozen Yogurt is all about, by “setting out to keep customers within parameters of a healthy life, without guilt at affordable and competitive prices.” Another win for Pioneer POS!

To [contact](#) Pioneer POS call 888.468.9757.

## About Pioneer POS

[Pioneer POS Inc.](#) designs and manufactures a complete line of industry specific all in one computers, touch screen monitors, and kiosks. Founded in 1994 and based in California, Pioneer POS manufactures its solutions from start to finish in the USA which are deployed in Healthcare, Retail, Hospitality, and Gaming applications. Pioneer POS has built an exceptional reputation with its customers and reseller partners for superior flexibility and responsiveness to customer needs including short lead times, long product life cycles (minimum of 5 years), easy customization, and quick turn around. Pioneer POS sells through qualified technology resellers throughout the US and globally.