



I.T. MATTERS, INC.

(281) 280-8500

www.itmattersinc.com

info@itmattersinc.com

Solutions & Success

The Inside Story



**Client
Industry
Respondent**

Gringo's Mexican Kitchen
Restaurant
Curtis Koch, Senior VP of Operations



I.T. Matters Makes Sure Gringo's Mexican Kitchen Doesn't Miss A Single Order

Gringo's Mexican Kitchen is a Tex-Mex restaurant chain that operates 14 locations with annual revenue of \$110 million and 2,500 employees throughout the greater Houston area. At each location, they operate a full-service bar, dining room, and also provide take out and catering services.

As a busy restaurant, they need their IT systems to be up and running around the clock so that they don't miss an order or lose a customer.

Who do they trust to keep their IT environment running?

I.T. Matters.

"I.T. Matters has definitely taken great care of us," says Curtis Koch, Senior VP of Operations, Gringo's Mexican Kitchen.



Gringo's Mexican Kitchen's Staff Needs To Focus On Their Work — Not Their IT

Before working with I.T. Matters, Gringo's Mexican Kitchen had partnered with a local IT company for part-time IT support. In combination with these services, Gringo's Mexican Kitchen's staff members would try to take care of their IT problems on their own.

"We did have a prior company that we were doing part-time work with when we needed it and tried to handle some of it internally," says Curtis.

Unfortunately, trying to handle your own IT, or even under-investing in IT support, is a less-than-ideal arrangement. Especially at a busy restaurant, staff members can't afford to split their focus between their job and whatever IT problem happens to crop up. Eventually, Curtis and the management at Gringo's Mexican Kitchen realized they needed someone to take IT completely off their plate.



That's When Gringo's Mexican Kitchen Called I.T. Matters

"As we continued to grow, we realized we needed someone to take care of our needs without us needing to manage it," says Curtis. "That's when we found I.T. Matters."

Curtis wanted to be able to totally offload IT tasks from the Gringo's Mexican Kitchen team. Not just daily IT support concerns either — he knew he needed an IT partner that would help the restaurant keep systems up to date, stay ahead of technical developments, and plan for the long term.

"With the increasing amount of equipment, technology and things that were changing, we needed to focus more on the operation of the restaurant," says Curtis. "We needed someone who could support us on the technical side — let us be the experts on our side, and let them be the experts at what they do."

That's precisely what I.T. Matters delivers. The fact is that almost any IT company can help out when a client needs a password reset or a new computer installed. The real difference is in how the IT company applies expertise and experience to help them grow and improve the business as a whole, beyond IT.

A key example of this was when the COVID-19 pandemic became widespread. Due to how quickly the pandemic developed and prompted mandated restrictions to be put in place, many restaurants were unprepared for the shift to an all-takeout model.

Doing so would have required careful planning, methodical execution of new processes, and expert implementation of new technologies — fortunately for Gringo's Mexican Kitchen, they had I.T. Matters on their side.

"We totally flipped our business model," says Curtis. "Technology-wise, it was about us being able to add everything from phone lines, to answering services to additional computers to full WIFI coverage."

The I.T. Matters team made sure that Gringo's Mexican Kitchen had all the necessary technologies in place to support a take-out business for the foreseeable future. They installed new phone lines, arranged for answering services, and procured additional hardware as needed.

"They were able to handle that pretty flawlessly for us," says Curtis. "Especially right now, we don't know what the world will look like moving forward, but we're more confident with those changes, we know I.T. Matters can handle anything we need."

I.T. Matters Makes Sure Gringo's Mexican Kitchen Doesn't Lose Business Because Of Faulty IT

"If our tablets go down and we're using third-party apps like DoorDash, we're not receiving orders, that's just pure loss," says Curtis.

This is the bottom line for Curtis and the staff from I.T. Matters. They need to know their phones, their tablets and their systems are working every day from open to close, otherwise, a potential customer will just order from somewhere else.

"I.T Matters is constantly caught up with technology and the options out there, more so than an internal person has the time to do," says Curtis. "I.T. Matters really listens to our problems, offers solutions, offers advice, and even when they disagree, they'll listen to what your real needs are and will work to meet those needs."

I.T. Matters Goes Above And Beyond For Gringo's Mexican Kitchen

As stated before, almost any IT company can fix the usual range of IT problems. What makes a real difference is in how they go beyond those conventional expectations to further meet the client's needs and understand what they need from their IT.

Just one example of the exceptional support I.T. Matters delivers to Gringo's Mexican Kitchen is in how they help with the maintenance and organization of their IT systems.

"We care a lot about how our equipment looks in the office," says Curtis. "We figure what's in our office represents what's in our dining room, and we take pride in it all."



Members of the dining industry know that appearance is half the battle. Kitchens and dining rooms need to look and feel clean in order to create an ideal experience for diners. For Gringo's Mexican Kitchen's staff, that extends to their network office space, and I.T. Matters has taken the initiative to help.

"They come in and get that all cleaned up and organized so it looks extra sharp," says Curtis. "They've gone to that level to take care of us."

This is all a testament to Gringo's Mexican Kitchen's direct contact at I.T. Matters. As Gringo's Mexican Kitchen's first call for any and all things IT, the systems engineer is committed to being helpful, resourceful and available.

"He has a sense of ownership for all our locations, even outside normal working hours," says Curtis.



He's come in on the weekends because he knows we're busy, and was able to provide support, or run to BestBuy or the hardware store to get us up and running. He's taken it above and beyond."

**- Curtis Koch, Senior VP of Operations,
Gringo's Mexican Kitchen**

This is why Gringo's Mexican Kitchen works with I.T. Matters — they know they have an IT partner that's invested in their business' success, and not just focused on the most basic benchmarks for service quality. I.T. Matters a real partner.

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