



A MO'NELISA SMILE

HOW ONE LONG ISLAND RESTAURANT IS RUNNING EFFICIENTLY DUE TO TOUCHBISTRO TECHNOLOGY

Let's face it. Husband and wife Mo Cassara and Elisa DiStefano were destined to open an Italian restaurant. After all, combine their names – Mo and Elisa – and it sounds close to the name of the most famous Italian painting in the world, the Mona Lisa. While that Mona Lisa is in the Louvre, their restaurant and pizzeria, aptly named Mo'Nelisa, is bordered by the beach in charming Point Lookout, N.Y., just outside New York City. Mo'Nelisa aspires to offer its fans as authentic an Italian experience as does the Mona Lisa itself.

But running a restaurant is a full-time job. And for Mo and Elisa, they both already have full-time jobs away from the restaurant – he's a college basketball analyst for CBS and ESPN and she's a local media personality. To add to the mix, they also have a toddler-age son to raise. So the challenge of maintaining Mo'Nelisa's high standards is always on their minds.

Of course, Mo and Elisa have to run the business, but they also have to ensure that every customer who walks through their doors for a plate of Mo's mini meatballs or veal marsala feels valued and welcomed – benvenuto! Both take a lot of time and effort.

Anything they can do to make managing Mo'Nelisa easier is key to their success as restaurant owners, busy professionals and parents.

A PARTNER SINCE DAY ONE

Enter TouchBistro, which has been Mo and Elisa's restaurant technology partner since Mo'Nelisa opened in the summer of 2016.

"TouchBistro helped us get up and running," says Mo. In fact, he adds, TouchBistro's iPad mobile point-of-sale (mPOS) food and beverage app – upon which thousands of restaurants around the world depend to help increase sales, drive repeat business and improve customer experience – has helped him and Elisa make business decisions. "I knew nothing about payments and they helped educate us," he says.

TouchBistro's system helps Mo and Elisa build their business with its ability to manage tableside ordering, mobile payment and processing, staff training, management and scheduling and inventory, with access to real-time data from anywhere, any time. "TouchBistro has been a big part of our growth in the restaurant business," Mo says.

"Worldpay allows us to custom-design our iPad POS solution for each restaurant."

PERFECT PIZZA, PASTA AND PAYMENTS

TouchBistro partners with Vantiv, Now Worldpay to offer clients like Mo and Elisa secure, integrated payment processing. "The system decreases wait times and improves the customer experience," says Jack Dever, TouchBistro's customer success specialist. "Worldpay allows us to custom-design our iPad POS solution for each restaurant."

As a big Italian family, the Cassaras come together with their relatives every Sunday night, often at Mo'Nelisa, to share stories and a meal as a way to stay close. With streamlined payment processing, Mo and Elisa have more time to enjoy their business adventure and gather with their family around the table.

MO'NELISA

italian restaurant and pizzeria

Monelisapizza.com
Long Island, NY
Independent since 2016
Restaurant



Touchbistro.com
New York, NY
Point-of-sale provider