



How The Rock Saved \$80,000/Year with Milagro's SmartPOS

Customer Success Story



The Challenge: Three Systems, Three Years, Zero Solutions

The Rock had lived through every restaurant operator's nightmare. Three different point-of-sale systems in three years. Each vendor made the same promises: streamlined operations, increased efficiency, seamless integration. Each time, reality fell short.

The pattern was exhausting and costly.

- ❌ Painful onboarding processes that disrupted service.
- ❌ Staff struggling with unintuitive interfaces during their busiest shifts.
- ❌ Hidden costs that appeared months after implementation.
- ❌ System crashes at the worst possible moments.

We were stuck in a cycle. We kept chasing the promise of efficiency, but we were actually bleeding money and frustrating our staff and guests.

Laura Dunston
Co-owner, The Rock



And each time they switched, the hope that this system would be different, only to face the same disappointments in a new package.

The Turning Point: A Switch That Changed Everything

When The Rock made the decision to implement Milagro's SmartPOS, skepticism was understandable.

Why would the fourth system be any different from the previous three?

The answer came quickly, and in numbers that were impossible to ignore.

“
We switched three POS systems in three years, finally settled on Milagro's SmartPOS and started seeing \$80,000 per year in savings.
”

In 2024, The Rock saved **\$83,064.23** in costs. The momentum didn't slow as they moved into the new year.

In Q1 2025 alone, they saved an additional **\$31,294.87**, putting them on track to exceed their first-year results.

But the story behind these numbers reveals something even more compelling than the savings themselves.

What Actually Changed: Beyond the Technology

More Savings

- ✓ Reduced downtime
- ✓ Better data visibility
- ✓ Lower labor cost leaks

Streamlined Services

- ✓ Checkout times decreased
- ✓ Order accuracy improved
- ✓ Table turns accelerated

Efficient Onboarding

- ✓ Faster and intuitive training
- ✓ Zero service disruptions during onboarding
- ✓ Reduced staff attrition



“ SmartPOS reduced service friction, accelerated onboarding, and provided reliable data, without requiring us to become IT experts or compromise our service standards. ”

From Tech Upgrade to Strategic Advantage

For The Rock, switching to Milagro's SmartPOS marked the moment their technology finally aligned with their operational vision.

Today, they have a system that:

- ✓ Supports exceptional guest service instead of hindering it
- ✓ Simplifies operational complexity rather than adding to it
- ✓ Generates measurable, accelerating cost savings of \$80,000+ annually

The lesson for other restaurant operators caught in similar cycles is clear: the right technology partner doesn't promise efficiency, they deliver it. And when they do, the impact shows up where it matters most: in your operations, your team's confidence, and your bottom line.

The Rock finally found a system that worked for them. You can too.

Add over \$80,000 a year to your top-line revenue with SmartPOS

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