



Cookie & Ice Cream Shop is Sold on Lavu POS



Rude Boy Cookies, Albuquerque, NM

From day one, [Rude Boy Cookies](#) chose [Lavu's POS system](#). With its ease of use, simple training, and mobile reporting tools, Lavu was able to meet all the needs of this growing business.

Rude Boy Cookies is anything but rude. Co-owners Kristin Dowling and Mike Silva welcome customers enthusiastically to their Albuquerque store. When you walk in, you breathe in the aroma of freshly baked cookies, but you will also hear ska and reggae music and quickly notice the retro black-and-white checkerboard décor that is associated with that genre. The term “Rude Boy” refers to an avid listener of ska music, of which Mike is one.

Ska music and cookies. What’s the connection?

Mike explains: “I feel like everybody has their sweet thing. For some people, it’s cake or pie. For me, it was always a really good chocolate chip cookie.” He came up with the idea to combine his love of ska music with his love of cookies. Thinking about cookies led him to his friend, Kristin Dowling, trained in the culinary arts and highly skilled in baking and decorating cookies. Together, Mike and Kristin opened Rude Boy Cookies in 2014. The store offers classic and custom cookies, [ice cream](#) and milkshakes, and has New Mexico’s only Milk Bar, with milk on tap, to which customers can add eight flavored syrups.

Starting from Scratch

Opening a new business can be intimidating. So much to do. In terms of technology, Mike knew that they needed a point-of-sale (POS) system that could be customized to their needs and help them be profitable as soon as possible. They also wanted something more. States Mike: “I wanted to use a company that had some local roots.” Kristin wanted something that was easy to grasp and simple to use, with good customer care. Mike needed mobility and comprehensive reporting tools.



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“We needed the ability to easily get in the back end and look at our menu mix and our inventory to be able to see real-time sales,” notes Mike. “All that was really important to us.”

Selling Points

“Lavu was a no brainer,” states Mike. Lavu was local and came highly recommended. “I started asking around – you know, friends of mine who owned businesses. Some of them were using it and liked it. So it was just a perfect fit for us.”

[Lavu's mobile reporting tools](#) - tracking labor and food costs, sales and inventory - impressed Mike, in particular, because he travels a lot, mostly for his other business (which, by the way, also uses Lavu). “I’m on the app ten times a day. Looking at my employees clocking in and out, looking at my sales. Looking at my menu mix and how many chocolate chip cookies I’ve sold, how many ice cream sandwiches I’ve sold.” Mike continues, “You know, that kind of thing is a very big draw for us.” These tools helped Rude Boy make informed business decisions that ultimately resulted in superior customer service, efficiency, and growing sales.



“The fact that I can pull up the stats on my phone helps me keep a handle on the business, wherever I am. That’s a huge plus.”

Lavu met Kristin’s needs for simplicity. “I love that Lavu is so user friendly and really easy to use. Anybody can literally just come in here and pick it up really quickly, which is so useful in a busy restaurant setting.” Its intuitive interface simplified training, taking very little time. “It’s so quick since everything is divided out into categories, like cookies, ice cream, and milkshakes,” notes Kristin. “And it’s so easy to navigate through the system that we can get customers through the line very very quickly. It’s a really efficient method to use.” She also appreciates Lavu’s open API, which allows for integration with a variety of payment options, including PayPal.

A Close Partnership

“Over the three and a half years we’ve been open, I have actually been able to meet some of the folks down there,” states Mike. “The person I started with that first year is the guy I still talk to today, even though he’s in a different department now. But, he stayed connected and has offered me assistance all along the way, even now.” According to Mike, other customer care representatives have also gone “above and beyond.”

“Everyone in Customer Care has always been courteous, respectful, polite, and timely in their responses. They are committed to satisfying the customer, no matter what.”

Lavu and Rude Boy are now creating a new feature together. When Mike presented his idea to Lavu, they immediately began working together to make it happen. Mike is seeking to create an app that customers can download from the Apple store. They would simply type in Rude Boy Cookies and see photographs of the store, the



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- Kristin Dowling, Co-owner



menu and prices, and place an order directly on the app. “You can place the order to come in and pick it up or we’ll deliver it,” explains Mike. “One of our goals for 2018 is to do more delivery, and this will help us get our product out to folks. We understand that millennials want to do everything on their phones, so we need to make sure we are available to them.”

Building A Future

According to Mike, Rude Boy gets calls all the time from companies that want them to use a different POS system. But, they’re not changing. “When people ask us what point of sale system we use, I always recommend Lavu,” states Kristin. “I tell them how easy it is, how great the customer service has been, and how happy I’ve been with it. Lavu is great.”

Mike recommends Lavu to other companies as well, and states, “I will continue to do so.” Kristin and Mike hope to eventually expand Rude Boy Cookies by opening another location, but not just yet. If they do, though, Lavu will be right there with them.



Kristin is now a Food Network star, after beating three other bakers to win the “Christmas Cookie Challenge.” Her New Mexico-inspired cookies earned her the \$10,000 first prize. After the show aired in December 2017, customers started ordering the winning cookies in droves. Sales skyrocketed. Since then, business has increased by at least 200%. They could barely keep up, but they’re not complaining. Kristin: “It brought us a lot of business and recognition, which has been fantastic. The extra boost in sales was amazing.”