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How The Cliffs Resort Won Back Their Time With Silverware

Case Study

| SILVERWARE X THE CLIFFS RESORT | |
|--|-----------------------|
| RECEIPT OF SUCCESS | |
| Printed: | 2025-11-13 |
| Order #: | SRV12345 |
| Server: | Silverware |
| PROPERTY TYPE | Luxury Resort |
| LOCATION | Pismo Beach, CA |
| ROOMS & VENUES | 161 rooms |
| SERVICE AREAS | In-room & poolside |
| INTEGRATION | Maestro PMS |
| STATIONS | 12 |
| CHALLENGE | Legacy POS + training |
| GOAL | Reduce training time |
| RESULTS: | |
| ✓ NO BACK OFFICE REQUIRED | |
| ✓ ACCESS TO DATA ANYWHERE | |
| ✓ CHARGEBACKS: \$0 | |
| ✓ NO VENDOR LOCK-IN | |
| * Thank you for dining with Silverware * | |

“Our system is never down. Guests don’t see it, but they feel it.”
- Chris Biggers, CIO

When Every Minute Counts: How The Cliffs Resort Reclaimed Time By “Making the Switch” to Silverware

Nestled along California’s central coast, The Cliffs Resort operates a collection of boutique, high-end hotels with built-in restaurants and a golf course. It’s known for beautiful ocean views and destination appeal, but its business also comes from locals who return week after week for dining, events and getaways. That

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DEMO



The challenge: outdated systems and labor pressures

Labor costs in California have risen steadily, putting pressure on smaller hospitality operators. That reality made staff turnover more frequent. Training new hires became a constant task, and the resort's outdated POS system made it harder. Managers spent hours teaching basic functions, which was a drain on time in an already lean operation.

At the same time, The Cliffs' legacy POS had reached its limits. "We bought parts on eBay," said Chris Biggers, CIO for Boutique Hotel Collection, which operates the Cliffs Resort. This challenge led to chargeback issues, and integration with the property's Maestro management system was poor. Charges on the POS showed up as generic items like "Restaurant \$29", offering no breakdown of purchases. Support was nearly nonexistent. "We couldn't get support or a defined upgrade path."

The combination of rising labor costs, constant retraining and unreliable technology left little room for efficiency or growth.

The solution: integration, reliability and human connection

After months of juggling workarounds and unreliable tech, the team knew something had to change. At a Maestro user conference, the Cliffs team learned about Silverware, which could offer the seamless integration they were looking for. The system provided itemized room-charge details, supported EMV transactions and connected smoothly with Maestro.

Just as importantly, Silverware's support team was accessible and responsive. "If we have a problem, I can call someone — even the guy who installed our system years ago — and he'll still answer," Chris says. "That kind of human support makes a big difference."

Now, room charges flow through with full detail, connecting dining and lodging into one cohesive guest experience. Staff can access precise data across departments, and the IT team no longer worries about vendor lock-in or outdated infrastructure.

The results: faster training, smoother service, and less downtime

- **Easier onboarding:** New staff can learn the POS in roughly 20 minutes, a major advantage.
- **Menu flexibility:** Managers can adjust menus directly without calling support or involving IT.
- **Hardware standardization:** Using standard HP terminals and Microsoft SQL eliminates vendor lock-in and simplifies maintenance.
- **Reliable uptime:** "Our kitchen printer is never down," Chris says. "Guests don't notice that directly — but it means service never stalls."



the enabler. By replacing outdated systems with an integrated, reliable POS, the team has reclaimed hours once lost to troubleshooting and retraining. The result is a smoother operation and an experience that feels effortless to guests.

Set the gold standard with Silverware.

Book a 15-minute no strings attached demo and let us show you how Silverware brings more to your table.

| | |
|---|--|
| <input type="text" value="First Name"/> | <input type="text" value="Last Name"/> |
| <input type="text" value="Email"/> | <input type="text" value="Business Name"/> |
| <input type="text" value="Phone"/> | <input type="text" value="Restaurant Type"/> |
| <input type="text" value="Current POS System"/> | <input type="text" value="What are you looking to do today?"/> |

Tell us a bit more about what you're looking for...

I agree to receive product updates, offers, and marketing communications from Silverware. I can unsubscribe at any time. See our [Privacy Policy](#).

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