

POINT
ONE

The **Crown at Whitebrook** is currently Wales' only **Michelin star** restaurant with rooms. With celebrated Welsh Chef James Sommerin, the restaurant boasts a modern British menu with classical French disciplines, and its philosophy is a *'Total Dining Experience'*.

The restaurant has won a number of prestigious awards such as, **'Top 40 The Good Food Guide 2009'**, **'AA Commended Wine List 2008'** and **'Top Restaurant in Wales 2007 – The Observer'**.

The Crown at Whitebrook

Michelin Star restaurant deploys EPOS to enhance its customer service and improve commercial efficiency

A POINTONE SUCCESS STORY SECTOR: RESTAURANTS

"We would have no hesitation in recommending pointOne EPOS to other hospitality operators, it's the perfect system for a busy restaurant and really complements our business".

BETH JONES,
RECEPTION MANAGER,
THE CROWN AT WHITEBROOK



The Challenge – Manual business processes and limited access to real time information was hampering the restaurants growth

Beth Jones, Reception Manager explains "Carrying out everyday tasks such as stock taking, customer billing and pulling off reports for daily sales figures manually can be very time consuming. " She added "Generating new business and servicing repeat customers is the restaurant's lifeblood and to maintain this and drive new business required an overhaul of The Crown's internal management processes, so that regular tasks like stock taking and customer billing could be handled more efficiently".

To remedy this situation and complement the restaurant's Michelin star status, The restaurant decided to invest in a new EPOS (electronic point of sale) solution from pointOne EPOS.

Solution – A user friendly, fully automated system

Beth who uses the system on a daily basis commented, "The pointOne installation was very successful and all the staff took to the system straight away. It has definitely improved staff efficiency and customer service".

Results – Improved customer service and stock, better access to information and easier staff management

According to Beth, tradition is core to the restaurant's reputation for personal service, therefore the chef prefers the waiting staff to take food orders via a pen and pad. However, once the order has been processed by the kitchen the waiting staff can now key all of the details into the pointOne system; the bills can then be processed automatically or added to the customer's room order if they are staying over.

Beth continued, "The reporting facility has also saved our staff an incredible amount of time. We now have the ability to print off reports for food and drink, split red and white wines, and separate out costs for accommodation which has really speeded up the customer billing process. End of day takings, can also be reached at the touch of a button via pointOne EPOS so the restaurant can keep a closer eye on its finances".



What pointOne EPoS delivered to The Crown at Whitebrook:



Enhanced Customer Service

The Crown at Whitebrook has a regular clientele that often phone in advance of their booking and ask to reserve a particular wine that they had on a previous visit. When such a request is made, using pointOne EPoS a regular customer's wine preference can be searched easily by checking their client records. This feature has enhanced the restaurant's customer service and highlighted valuable information crucial to re-ordering and stock control.

Improved Staff Management

All staff have been allocated an access code and clock themselves in and out each day on pointOne EPoS, this ensures that all of their hours are recorded, and this facility has made it easier for their head office to monitor staff hours and manage payroll.

Accurate Accounting

Using pointOne's head office program, a key feature of pointOne EPoS, the accounts department located off site can access real time information that can be crucial when making critical management decisions for the business

Better Stock Control

Another benefit of the EPoS system is its stock taking facility. All of the restaurant's stock is keyed into the system, so staff can see at a glance what has been used, what's nearing the sell by date and what needs to be re-ordered.

pointOne's touch screen terminal



Key business benefits of a pointOne EPoS solution:

- Easy to use modern tills
- An automated stock control system
- Easy to understand management information
- Ability to add an Integrated database of all members/customers
- Options for delivering loyalty schemes such as discounts at the bar for members or corporate users
- Ability to manage and run open bar tabs when hosting guests
- Ability to 'customise' drink and food orders to customers specific requirements
- Able to audit the activities of each member of staff

About pointOne

At pointOne EPoS we develop innovative, easy to use and reliable touchscreen EPoS solutions for hospitality, restaurants, bars, pubs, clubs, colleges and more.

We have supplied professional EPoS solutions to a varied client portfolio including:

Imperial Hotel Group
 Brighton Dome
 Raffles Nightclub
 Tamarind
 Proud Galleries
 Henley Management College
 Maidenhead RFC



Call on 0845 862 0005
www.pointone-epos.co.uk
 Email: info@pointone-epos.co.uk