

POINT
ONE

Brighton Dome one of the UK's major centres for live arts deployed new EPOS technology from pointOne and as a result boosted its bar service capacity by over 50%.

Brighton Dome comprises three discrete venues, the Corn Exchange, the Pavilion Theatre and the Concert Hall; they are serviced by 60 staff working across 5 bars.

Brighton Dome deploys pointOne EPOS to boost 'interval' drinks sales and satisfy its customer's 'thirst'

A POINTONE SUCCESS STORY SECTOR: THEATRES

"The throughput of our theatre bars has improved significantly, we can now offer an excellent level of service to our customers. The pointOne solution has been totally reliable and is a joy to work with"

RUTH CHALKER,
BARS MANAGER, BRIGHTON DOME



Challenges – Unreliable tills – slow service – frustrated customers – stressed staff

Brighton Dome's bar service is an integral part of the social and cultural experience that is offered to its annual 250,000 patrons and makes a major contribution to the organisation's revenue. Unlike a typical bar environment however, whereby demand is reasonably predictable and spread evenly throughout its opening hours, a theatre bar has to cope with severe peaks and troughs.

Ruth Chalker, Bars Manager explains,

"In a busy interval we have just 20 minutes to serve up to 3000 thirsty customers!"

To ensure that the venue could meet this demand it was critical that it had an efficient and reliable till system.

"Our incumbent system had been installed for over six years and its age was

beginning to show. The biggest problem was its reliability, virtually everyday the communication link between the tills would hang up, usually during the time when we were most busy."

The Solution – A simple to use, reliable, fully automated EPOS solution from pointOne 'customised' to Brighton Dome's requirements

"They did not try to sell us the solution; they listened, understood our problems and then proposed a 'customised' solution that exactly met our business and budgetary requirements."

The implementation took just one day, the old tills came out and seventeen new tills were installed across the five bars.

The results – A fast efficient bar service that 'nailed' the interval drinks issue

According to Ruth Chalker, the new EPOS solution from pointOne has revolutionized



pointOne's touch screen terminal

Brighton Dome's hospitality services. The new solution 'nailed' the interval drinks issue completely, halving the time it took to serve its customers thus improving the ability to maximise bar revenues. Also all the drink orders can be personalised, for example a gin can be ordered with a 'diet' tonic, specific amount of ice and/or lemon etc.



What pointOne EPoS delivered to Brighton Dome:



Support for loyalty and staff incentive schemes

Brighton Dome is a registered charity and is therefore always looking to improve funding. The loyalty option will enable the organisation to offer discounts to students and 'Friends' members as well as offering corporate sponsors pre-paid cards that can be used for entertaining their clients.

In addition Brighton Dome has now been able to implement an incentive scheme to its own staff whereby rewards are on offer if certain sales targets are met. This scheme is managed by a report developed by pointOne specifically for this purpose.

More cost-effective stock control

Using the pointOne stock control module Brighton Dome will be able to minimise its over and under ordering, track its profit margins, and reduce the amount of time required in maintaining

its stock levels by using the order generator facilities and extensive reporting facility.

Remote access to business critical information from any location

The new EPoS solution allows authorised staff the option to remotely access the tills Head Office system. Senior managers and accounting staff can review sales, stock and cash figures from any location including their home offices. According to Ruth this has been particularly useful for the accounting team who have been able to significantly reduce the number of man-hours involved in the invoicing process due to this facility.



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



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