

POINT ONE

Founded in 2009 by three partners with a passion for South Asian and Oriental food, 'Chop & Wok' aims to create a fresh and innovative experience for its diners by successfully merging the culinary delights of both cultures. The business offers seated dining or take-away orders at its three restaurants in Birmingham. It also has ambitious plans to make 'Chop & Wok' the leading Pan-Asian brand and is currently in the process of opening four more restaurants in the Midlands, and later this year to start opening restaurants throughout the UK.

Grow your business with Online Ordering!

How web-based ordering helped Asian & Oriental food chain Chop & Wok to increase its take-away orders, reduce its staff time and attract more lucrative new business orders

CASE STUDY : ONLINE ORDERING

"The results were absolutely amazing, I wish we had started this earlier. Within just a few weeks 30% of all take-away orders are now taken on-line and we expect this to grow rapidly to around 60% over the next few months."

Aman Bhandal, Partner



Challenge – The business needed to simplify its take-away business, and attract new customers.

Partner at Chop & Wok Aman Bhandal explains, "Our take-away operation is a significant part of our business, as it enables new customers to sample our food at home, which will then inspire them to visit our restaurants in person and spread the word to their friends and colleagues".

Its take-away and delivery service used a standard telephone service, but it had its issues, Aman explains, "Obviously telephone ordering is straightforward, but it created a number of problems for example, quite often our customers claimed that the dishes delivered were different from the ones ordered. The whole process was also time consuming for staff as it took them away from serving customers in the restaurant."

Solution – An on-line ordering solution that integrated into their existing Pointone EPOS system

Chop & Wok had already purchased an EPOS system from pointOne and had been using it since they founded the business.

Aman comments, "pointOne was selected because it offered the features we needed to support a growing business, such as stock control, loyalty, remote access and on-line ordering at a very competitive price."

The Restaurant then announced the new service to all its customers via, email, and social media. Furthermore when customers called to order via the telephone they were also informed that it was now possible to order on-line if they preferred.

Results - Almost a third of orders taken on-line within a few weeks

Aman comments on the success; "Within just a few weeks 30% of all take-away orders are now taken on-line and we expect this to grow rapidly to around 60% over the next few months as more of our customers become aware of the facility. It has reduced staffing times and eliminated virtually all the order errors as the customer can clearly see what they ordered and match it with the delivered food. We have also found that our business customers love the facility as online ordering is perfect for large complex orders"

Aman concludes, "The solution has been a great success and offers excellent value for money. We have combined the on-line ordering with other pointOne modules such as 'Loyalty' which brings in more customers and due to the electronic nature eliminates the fraud that sometimes occurs with paper based offerings. We will be implementing the pointOne solution in all our restaurants as we grow over the next 12 months."



How pointOne Online Ordering works

We integrate our online ordering system into your existing website. Your customer then visits your site and places their order online. Once they have completed their order and entered their personal details they get the option to either collect or have it delivered.

If required we can also offer the option for your customer to pay for the order online. Payment is made to you in the same way you receive payments from credit cards, through your bank merchant account number.

Once the order is complete a printable & email confirmation follows, and at this point the order is sent directly to you. The order is displayed on one or more nominated pointOne EPoS terminals and flashes until the order is processed. When you open the order, all information such as name, address, and order details are displayed ready to be sent to the kitchen. The print out in the kitchen also contains all the delivery and personal information of the customer, ready to be attached to the order for delivery.

Key features of pointOne's On-line Ordering

• Improves customer service	✓
• Reduces staffing times	✓
• Reduces order errors	✓
• Accepts credit card payments	✓
• Streamlines deliveries	✓
• Sets customer minimum spend	✓
• Sets trading hours	✓
• Low maintenance	✓
• Easy to use	✓

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

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About pointOne

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

We have supplied professional EPoS solution to over 900 customers throughout the UK.