

Established in 2001 Award-winning **Finnegan's Fish Bars** in Wales are a group of up-market fish and chip shops, owned by Huw and Sarah Jones. In 2010, the Porthcawl operation came 2nd in the **National Fish & Chip Awards** organised by Seafish, the authority on seafood.

Finnegan's Fish Bar now sell on average 3 times more fish than its rivals with pointOne EPOS

"pointOne has completely transformed our business across all our outlets, we are now taking three times as many orders than before."

HUW JONES
OWNER



Key challenge – hand-written orders causing mistakes and slow customer service

When Finnegan's first shop was opened in August 2001, customer orders were taken by pen and pad. This method of fulfilling orders meant that some were omitted or overlooked by counter staff, frustrating Finnegan's service delivery and placing unnecessary stress on the kitchen and counter staff. For example, during peak lunch and evening periods customers could often be kept waiting as orders mounted up, due to confusion over verbal or handwritten instructions.

The Solution – Quick & automated ordering from PointOne

Finnegan's requested a demonstration by pointOne EPOS (electronic point of sale)

and the system was installed in September 2003. According to Huw staff took to it "like ducks to water." It was later rolled out to its two other operations.

Features and Special Benefits

A major benefit of the system for Finnegan's has been its complete reliability. Huw Jones said, "pointOne EPOS has transformed our order-taking process across all of our outlets and reduced stress levels for our fish frier. Before using pointOne it was easy for the counter staff to miss items ordered by customers if they were rushed, especially the freshly cooked-to-order menu choices. Now staff just ring the order into the till and it goes straight back to the frier for preparation, via the kitchen printer."

Huw added "The system has been completely faultless and it has improved customer and staff relations. As an owner of three busy fish and chip shops it has brought me complete peace of mind".

Controlling a chain of operations remotely

With pointOne's Head Office facility, Huw can remotely access critical business information for any Finnegan's outlet and draw off reports, in real-time whether working from home or on the move.

Integrated with i-phone

Hugh explains how this works, "Using a web connection with my i-phone I can review the daily sales figures for each outlet, and check stock control. This



What pointOne EPoS delivered to Finnegan's Fish Bar:



shows me which products are selling well, I can check sell by dates and see if any produce has been wasted on that day. I can review staff attendance and even drill down to productivity levels to check performance as well as see who is on site".

Ideal for all fast food outlets

Huw Jones of Finnegan's Fish sees a huge market for pointOne EPoS "There must be thousands of Fish Bars out there that would love pointOne EPoS. Many fish friers have been conservative about investing in new technology for their business, but I think this is to their detriment, as pointOne EPoS would definitely give them more control over their operation and improve their service delivery."

He added "The system is doing exactly what I expected, and I will definitely be recommending it to business colleagues. The technical back-up and personal service received from pointOne has been superb. I feel very confident knowing they are only a phone call away and should I need assistance they

are always quick to respond" He added "My view is that pointOne EPoS sells itself, it's a no brainer".

He concluded "I have nothing but praise for pointOne. They are entrepreneurial, professional and have produced a product that is a thoroughbred in its class. I am 100% happy with the solution".

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



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