

POINT
ONE

Nestled in a basement in Mayfair, London, the restaurant has built an enviable reputation for high quality food, superlative service, and an excellent choice of wines. Described by Time Out as 'dignified and luxurious' the restaurant attracts the more discerning diner for its lunch and dinner menus.

Adding 'spice' to customer loyalty schemes

Tamarind Restaurant – Mayfair London

A POINTONE SUCCESS STORY SECTOR: RESTAURANTS

"We needed to implement a loyalty scheme to boost lunchtime trade. The installation of the PointOne EPOS Solution has been a complete success and the performance of the system has far exceeded any system that we have had in the past"

JESPAL SOOR
GENERAL MANAGER



The Challenge -Trying to find a point of sale solution that was designed to meet the direct requirements of the restaurant business

The gourmet food sector, like every other segment of the hospitality market is very competitive. The restaurant wanted to develop its lunch-time business by introducing an integrated loyalty scheme that would incentivise and reward returning customers. General Manager Jespal Soor explains, "Maximising the lunch time trade is key to improving the profitability of the business, therefore, attaining and retaining new clients is crucial to achieving this objective."

The Solution – An EPOS system from PointOne

After an extensive review of the products on the market Jespal and his team decided on a solution from PointOne. He explains why, "It was obvious from the very first meeting that the company understood the restaurant business and its requirements. The design of the PointOne system had been very well thought out by people who know the industry."

The Results – Improved efficiency, and amore lunch time covers .

Jespal continues, "We are now implementing the loyalty scheme which again is simplicity itself. PointOne handles all of the card production, 'Branded' to our corporate image. We register our customer's details against each card and store the information in a database. Using this information we can conduct a number of marketing campaigns including special offers, new menus etc. directly to our customers using email addresses. Our customers gain as they can earn redeemable points based on the number of visits."

"The customer service has been excellent and I would not hesitate in recommending PointOne to any business in the hospitality sector."

Jespal Soor GENERAL MANAGER AT TAMARIND RESTAURANT



TAMARIND



These are the key benefits that Tamarind has enjoyed since implementing the new system:

- **'Branded' loyalty scheme has improved lunch time covers**
- **'Cashing-up' time reduced to just 10 minutes**
- **Change prices or check on the daily revenues from a remote location.**
- **Complimentary food and drinks can be added to till and then tracked by customer/table account explaining why they were given.**
- **Remote access to system has ensured that senior management can use their time more efficiently to update system and manage any problems without being present in the restaurant.**
- **Improved staff efficiency and moral**
- **Improved management processes**

The key features of a pointOne EPOS solution:

- Easy to use modern tills
- An automated stock control system
- 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
- Easy to understand management information

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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