1 CUSTOMER CONFIDENCE

PETER WHITEHEAD MBII
FUR & FEATHERS, SOUTHROPE, HANTS

EPOS (Electronic Point of Sale) is an absolute must. It is not an optional tool. We have run EPOS for the last 16 years and it gives us control, as well as producing accurate and itemised bills for the customer. It provides the customer with the confidence to know what they are paying for, what they have had and no more. When there is a mistake on the bill, I find it is more likely the customer saying "We actually had another pint of beer and you have not put enough on the bill".

It is also about keeping an eye on stock. You have to be disciplined about putting your deliveries in the system and you must track your wastage properly, otherwise your stock is going to be wildly out.

2 AUDIT TRAIL TASKS

DANIEL PILLEY MBII
NINE JARS, HAVERHILL, SUFFOLK

We put in a system called *Jolt* during lockdown that enabled us to have a complete task audit trail system for our team. Staff come in to work and have daily tasks that they have to check off. This covers literally everything from opening the doors to making sure the tables are clean, the toilets are checked and the fridges are all stocked. It is all timed and different tasks come in at different times of the day.

We have this for every part of the business. We recently launched a horsebox to serve outside coffees and cocktails at night and there is a whole system of tasks in place for that. It then sends the managers and owners different levels of reporting. With cleaning being such a high priority to keep everyone safe, this system also means you can take photos to prove a toilet has been checked.

TEN *to* ONE

FROM TILL SYSTEMS TO BETTER BOOKINGS AND TARGETED MARKETING, MICHELLE PERRETT ASKS 10 MEMBERS THE QUESTION:

'How is tech helping you to run a more efficient business?'

3 ONLINE APP ORDERING

ROB BREWER MBII
PIER HOUSE HOTEL & THE RASHLEIGH ARMS, CHARLESTOWN, CORNWALL

We have just moved to using a new web based app called *IndiCater*, which means all our stock and ordering is done on this. It saves time and paperwork, maximises our margin and controls our suppliers.

Previously, the kitchen would have to phone through for orders, but now they place the order online so there is no paper record anymore. The process of registering orders is done online and when it arrives, it is booked in online as well. It also adds to stock automatically.

Once we have ordered a product at a cost price this should not change on arrival. Quite often, in the past, we might order a product and it would arrive at a different cost price. This system stops our suppliers being able to change prices from point-of-order to point-of-delivery. It can also take a lot of time to add the invoices onto the system and this adds it onto the back office system, so it eliminates that workload as well.

4 INFLUENTIAL MARKETING

KEITH MARSDEN CBII
PRINCE OF WALES, MOSELEY, WEST MIDS

We are using technology by linking up with influencers to create footfall and traffic into the pub.

We have just launched our food menu and have used an influencer called *I Choose* in Birmingham, which has a database of around 18,000 subscribers. It wrote to the subscribers to say that there are 400 free tasting menus to try at the Prince of Wales. Within an hour we had 400 respondents wanting to take up the offer. We emailed them back and extended our booking system to allow for 600. We use the bookings offer to increase trade in low and shoulder (off) peak times.

Obviously we are banking on the fact that most of them will buy a drink but it probably won't be self-liquidating and it might cost us. But we will get 600 people coming into the pub, trying the menu, hopefully liking it, having drinks and they might come back for more.

BII BRITISH INSTITUTE OF INNKEEPING

5 CUTTING WORKLOAD

NICOLA STOREY MBII
MUSTARD POT, CHAPEL ALLERTON

Technology has been a revelation. My bookings system *DesignMyNight* takes away half of my workload as it allocates tables, takes pre-authentication of peoples' cards and it even sells tickets for you.

The booking system is simple and reduces the amount of phone calls, pre-orders over the phone and saves us writing things down.

It saves my time and it means I can focus on 'what is next' for the business.

We also have app ordering, which saves on time and mistakes. Customers are ordering through the app so they know exactly what they want, there are no mistakes and they have paid in advance for what they have ordered.

6 MAXIMISING SEATING

ADAM HOLLAND MBII
PUFFING BILLY, EXETER, DEVON

We use *OpenTable* quite a lot for the pub. There are lots of other table systems out there on the market with some cheaper than others and some that do different things, but from the level of support and what we use it for, we view *OpenTable* as second to none.

It enables us to maximise seating, to be able spread out covers, to plan effectively and keep in contact with our customers.

We also use digital handheld devices for point-of-sale, which means staff are not spending so much time on the tills but are spending more time with the customers.

7 TAKEAWAY SUCCESS

RICHARD EDWARDS MBII
POTTERS ARMS, WINCHMORE HILL, BUCKS

We got an app during the first lockdown, which was developed by the people that provide our tills. It allows customers to order deliveries, takeaways or items to the table. We still use it for takeaways and when people order using the app, they can select the time they want to pick it up too. We are getting a lot more takeaway orders because customers find it easier to order on the app, a bit like they would do with Just Eat and Deliveroo. We still like table service and the personal touch in the pub though – that's what catering to customers is all about.

8 CONTROLLING STOCK

SIMON STONEHOUSE MBII
BLACK BOY, HEADINGTON, OXFORDSHIRE

We use *EPOS Now*, which is a till system that means you have up-to-date stock control. Also, it means I can be on the other side of the world and know what my sales are.

We put it in before we opened two years ago and the system is very good. You can use it on an iPad as well on your mobile phone.

I would rather my team stand at a table, talk to the guests and take their order physically rather than use these QR codes that are on the table. These take the hospitality out of our business. We like the contact with the guest and this EPOS system helps us with that.
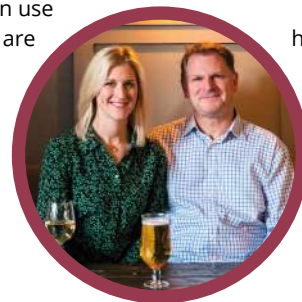
9 TEMPERATURE CHECKING

PETER TROUP MBII
PELICAN TAVERNS, LYMINGTON, HANTS

At our pub, the Gun Inn in Keyhaven, we have a system in the kitchen that monitors all our fridges and keeps all our temperature records. The fridges have sensors linked to a box on the wall in the kitchen, which then speaks to an app on the phone. It monitors the fridges in real time and if there are any worrying temperature rises it will send a warning to your phone or email.

It automatically stores the temperature, when we use probes on the food, and keeps all records stored.

This saves a lot of man-hours and potentially reduces waste. For example, if the freezer breaks in the middle of the night, the chef will get a warning on his phone.

10 BOOKINGS BOOST

STEVE DE WIGGONDENE-SHEPPARD MBII
THE BELL, OUTWOOD, SURREY

When we took over the pub it was not taking online bookings and trade was quite slow. As soon as we put an online booking system in, around two years ago, the numbers increased by about 40%. It was a massive jump.

We use *Quadranet*, which is a brilliant bookings system. I wake up on a Sunday morning and the bookings are all there along with all the customers' details. In the old days, it was all down to basic diary entries. This system manages bookings more tightly and in a much more structured way than a member of staff ever could.

We have learnt over time to tweak the system too.

We originally allowed three hours per sitting but realised our customers didn't need that, so we reduced it to 2.5 hours. This has allowed us to turnover more tables, bring in more people and help to free up staff, so they can spend more time with customers.