

CASE STUDIES – BARWON HEADS HOTEL

Barwon Heads Hotel, despite being renowned for its live music and convenient accommodation for those travelling to the picturesque coastal town, growing local competition saw the venue losing bistro revenue to smaller restaurants and cafes in the area. Strategies such as running promotions, although once successful, were no longer enough and owner, Tony Eastmure knew that it was time for change.

Tony approached Vectron Systems in order to implement an up-to-date POS system which would help improve the hotel's bottom line. With an array of menu options, TAB services, a Thirsty Camel bottle shop, function venue, accommodation, not to mention the daily specials and member discounts, Barwon Heads Hotel required an extremely versatile POS solution which addressed the varied areas of the business through one consolidated medium and Sales Manager, James Verlaque, had the perfect solution for that.



"Vectron's POS system has enabled us to run all aspects of the hotel more efficiently, providing table service in the bistro, easier operations for back office staff for promotions, bottle shop specials and membership communication" says Tony.

Vectron's POS can track staff service for reporting purposes through personalised pin codes, barcode scanners or proximity bands. Tony boasts "the Vectron touch screens have performed very well from the moment they were installed at the hotel. Staff log in via pin and are taken straight to the relevant order map, enabling customers to order drinks and appetisers efficiently from the moment they are seated." The screen maps are customised to provide efficient service so customers do not feel the need to order all meals and drinks at once to save time. It gives them the opportunity to browse the menu and order food and drink as they go.

Upon entry, Barwon Heads Hotel offers its customers spectacular views of the river and ocean. Staff can greet customers from anywhere in the venue and take their orders on the hand held devices, thus decreasing wait times at the bistro/bar and increasing drinks per head while customers are deciding on the array of mains.

With Friday nights being host to Happy Hour, Monster Meat Raffle, Member Draw and 888 Poker, the POS systems ability to run promotions and keep track of member details was a must. Tony notes "we now run all of our promotion through the Vectron system, making use of voucher printing for members so they don't have to fill in any forms; their entries are added automatically, making it easier for all staff to set up promotions and track the response."

Vectron's POS system is very intuitive and with training from our specialist team, any staff member can pick up the front-of-house operations with ease. "Our staff have adapted very well to the major change in the way our service was run; this has provided all staff with clearly defined roles during our busy service periods and enabled us to be much more organised. The kitchen has continued to operate very efficiently, turning out more meals but with a steady flow of orders coming in they have handled it very well" affirms a pleased Tony. Before the system was in place, staff were inconsistent in service due to handling a variety of roles; having to serve behind the bar, run food orders, clear tables and then serve behind the bar again. "Now staff can greet customers as they enter, explain our service to them as they are seated, and bring all their orders to their table." continued.....



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Mobile EFTPOS units have also helped to drastically change the way in which bills are paid. Customers can split bills by item, by a set amount each, or pay it all together at the table. The mobile EFTPOS unit can bring up the customers table, tally up the total and close the table on the system when payment is complete. The integrated operation ensures that “staff are more organised, service runs a lot smoother, staff receive a lot more tips [and] customers and staff are a lot happier.”

To measure the success of the newly implemented processes and POS system, Tony now runs reports that “enable all areas of the hotel to keep track of their performance immediately, with food sales after every service emailed to the head chefs, GP reports sent daily to the bottle shop management and the account activity and revenue reports to back office.” From this,

Tony estimates that “customers are averaging 1 to 1.5 more drinks per head, with a similar uplift in the amount of desserts and coffees we are selling.” Over all, a 27%* boost in food and liquor sales has been evidenced over nearly eight months along with better staff morale, higher levels of service and finally, improved customer satisfaction. *CUB study at Barwon Heads Hotel.

The team at Vectron takes great pride in all the valuable partnerships they have built in the industry and looks forward to continuing to do so, in the upcoming years. With a leading POS solution, integrated CCTV security, advanced Digital Signage and advanced Paging systems on offer, Vectron is a complete systems provider and can assist hospitality venues, big or small, single site or group operations.

