

# CASE STUDIES – SPHINX HOTEL

Over the past years, Vectron has emerged as a problem solver. We have looked at stock control, multi venue accessibility, promotional activities and more importantly, accountability to make sure our system addresses and excels in all the operational must-haves for today's venues; it's no surprise we now have onboard some of the most popular venues across Victoria including the recently installed Sphinx Hotel in Geelong.

George Ramia was ready for change when he was approached by Vectron. A multi faceted business with a TAB, an entertainment lounge, function Room, Drive-Thru liquor store and a popular night club, the Sphinx did not only demand, but deserved the works that our hotel system brought with it.

"It was an easy decision for us. Vectron addressed all our requirements across the board and more; the system is much more visual and intuitive which makes the whole operation quicker and easier." – George Ramia, Owner at Sphinx Hotel.

Installed on 10 new flat touch screens, the hotel system has given George a much better control and visibility of his venue. All stock movement, staff activity and cash flow data from each till is available in real time, instantly alerting management to any incidents or discrepancies when they happen. Venue activity reports can be automated to be sent via email either daily, weekly or as required.

"I get the reports on my mobile every morning, so I can see exactly how things are going with every aspect of the venue and plan my day accordingly", says George.

Having added customer displays to all the bistro tills, Sphinx is making the most of the extra screen to promote their very active event calendar. Customer displays are great advertising tools which, without being pushy, make patrons aware of upcoming events, daily specials or combo offers.

"The advertising on the second screens has been very effective; the tills actually stand out a lot more and the promos catch attention of patrons passing by. We have also been running bottle shop offers on the bistro screens for extended exposure."

At Vectron, we understand the need for a finely tuned solution to consolidate all areas of a venue's operations. With an aim to address this requirement, Vectron's Hotel POS was designed as a result of collaboration between hoteliers and system designers; this is truly a system for the hoteliers, by the hoteliers.

"The system works hard, and it works smart. Whether it is interfacing with box office ticketing, food and beverage, bottle shop, functions or loyalty, Vectron has delivered a seamless solution." concludes George.

Whether it's serving George fresh and accurate sales reports with his morning coffee, helping Andrew (Clark, Frothy Beer Group) be in two places at once with a central accounting system or delivering a fool proof Loyalty module at the Red Lion hotel in Ballarat, it's these positive stories that we work towards. And we won't lie; it's definitely been great rubbing shoulders with the who's who of the hotel and pub industry.

