



The Wiremill, founded in the 15th Century and originally famous as the hammer mill that provided the wire fixings for St Paul's Cathedral has, in just three years, been transformed from a loss making restaurant to one of the most successful pubs in the South East of England. In 2010 it won 'pub of the year' and its revenues have increased by over 300%.

The Wiremill adopts EPOS as part of a winning formula to triple its revenues & become 'pub of the year'

A POINTONE SUCCESS STORY SECTOR: PUBS

"We have made massive strides in developing this pub in the last three years; the revenues have increased threefold and we have seen a sharp rise in our gross profit. The EPOS system from pointOne has been a major contributor to this performance"

ANTHONY PENDER
OWNER



Turning the business around

The crux of the problem was the Wiremill's ancient till system which provided little more than a basic cash drawer and receipt. Owner Anthony Pender explains;

"We recognised at an early stage the old tills were simply not up to the job. They were error prone, produced no reporting on sales, had no ability to tie with our stock and in fact they were actually costing us money".

The owners decided to invest in a

modern Electronic Point of Sale (EPOS) system and after investigating what was available on the market, were recommended a solution from pointOne.

The Results

Improved revenue and Gross Profit, tighter control of staff and stock, more 'loyal' customers

The pointOne solution has been installed in the Wiremill for over 18 months and according to Anthony it has completely transformed the way in

which the pub manages its business. These are the benefits they have realised since implementation:

Improved Revenue – Faster service, Starters up by 25%, Desserts up by 100%

The introduction of easy to use, touch screen tills and mobile handheld devices has allowed staff to process more orders more quickly.

Loyalty Scheme – maximised covers, from 75 to 210 during busy times

The introduction of the pointOne loyalty





scheme has allowed the pub to register its regular visitors and then send them emails of promotions and special offers. As a result peak days such as Mothers Day and Christmas are fully booked.

Staff management – eliminated unauthorised staff breaks

The Wiremill found that on average staff were wasting around 25 minutes at the beginning of each shift 'getting ready'. Also some of their staff took unauthorised 'cigarette' breaks, whilst other non-smokers did not. The EPoS system allowed the pub to round up working time to the nearest minute rather than the hour and reduce their pay accordingly.

Stock Control – reduced wastage, tightened control

The Wiremill only uses fresh, locally sourced produce and as a large proportion is perishable pointOne Stock provides the pub with vital information about its stock and alerts them when particular items need to be re-ordered.

Centralised control and reporting – manage all the pubs from a single location

pointOne's *Head Office* allows the Wiremill to monitor all activities at the pub in real time including; void items, refunds, staff, price updates, and gross profit. In the past the pub had to wait until the end of each month when the accounts were published. Now it can react quickly to changing demand and maximise its profit earning potential.

Summary

Anthony concludes on the progress so far, "We have made massive strides in developing this pub as a business in the last three years, the revenues have increased threefold and we have seen a sharp rise in our gross profit; the EPoS solution from pointOne has been a major contributor to this performance. We have recently opened a second pub and have plans to open a further 13 in the next 10 years, all using the same business model. We are very happy with our EPoS system and intend to use the pointOne in all of our pubs as we grow."

The pub is located in Lingfield near East Grinstead Surrey.



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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:

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|---------------------------|-------------------------|
| Imperial Hotel Group | Maidenhead RFC |
| Brighton Dome | Tossed |
| Raffles Nightclub | The Crown at Whitebrook |
| Tamarin | Finnegan's Fish Bar |
| Proud Galleries | The Millstone Pub |
| Henley Management College | The Wiremill Pub |