

# Brighton Dome adopts new EPoS technology to boost interval sales and serve its customers

Submitted by: TTA Communications (Bath)

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- New technology increases bar service capacity by over 50%

Cardiff UK 28th April 2009 – pointOne (<http://www.pointone-epos.co.uk>) a leading provider of EPoS (electronic point of sale) technology has been selected by Brighton Dome (<http://www.brightondome.org>) one of the UK's major centres for live arts, to supply a new EPoS (electronic point of sale) solution to replace its ageing cash tills. The arts centre has upgraded its three venues; the Corn Exchange, the Pavilion Theatre and the Concert Hall with 17 new touch screen terminals from pointOne, resulting in a 50% increase in its service capability.

Commenting on the reasons for the upgrade Ruth Chalker, Bars Manager at Brighton Dome said "In a busy interval we have just 20 minutes to serve up to 3000 thirsty customers. Our incumbent system had been installed for over six years, and its age was beginning to show. The biggest problem was its reliability, virtually everyday the network link between the tills would hang up, usually during the time when we were most busy".

Unlike a typical bar environment where demand is fairly predictable and spread evenly throughout its opening hours, Brighton Dome has to cope with severe peaks and troughs in servicing approximately 250,000 customers per year.

Ruth Chalker said that Brighton Dome decided on pointOne EPoS because "They did not try to sell us the solution; they listened, understood our problems and then proposed a 'customised' solution that exactly met our business and budgetary requirements". She continued, "One feature we particularly like is that when we set up a temporary mobile bar, the tills can be unplugged, moved and then connected to the new location and be ready for use without any re-programming or further data input. This is perfect for an operation that has a lot of flexible space that can be altered to meet the demands of specific functions and performances."

Completed in record time, the new pointOne EPoS implementation at Brighton Dome took just one day. This involved removing all of the old tills and installing 17 new terminals across its five bars.

According to Ruth Chalker, the new EPoS solution from pointOne has revolutionized Brighton Dome's hospitality services and 'nailed' the interval drinks issue completely, halving the time it took to serve its customers thus improving the ability to maximise bar revenues.

What pointOne Epos delivered to Brighton Dome:

Support for loyalty and staff incentive schemes

Brighton Dome is a registered charity and is therefore always looking to improve funding. The loyalty option will enable the organisation to offer discounts to students and 'Friends' members as well as offering corporate sponsors pre-paid cards that can be used for entertaining their clients.

In addition Brighton Dome has now been able to implement an incentive scheme to its own staff whereby rewards are on offer if certain sales targets are met. This scheme is managed by a report developed by pointOne specifically for this purpose.

#### More cost-effective stock control

Using the pointOne stock control module Brighton Dome will be able to minimise its over and under ordering, track its profit margins, and reduce the amount of time required in maintaining its stock levels by using the order generator facilities and extensive reporting facility.

#### Remote access to business critical information from any location

The new EPoS solution allows authorised staff the option to remotely access the tills Head Office system. Senior managers and accounting staff can review sales, stock and cash figures from any location including their home offices. According to Ruth this has been particularly useful for the accounting team who have been able to significantly reduce the number of man-hours involved in the invoicing process due to this facility.

For more information visit : [www.pointone-epos.co.uk](http://www.pointone-epos.co.uk) or call on 0845 862 0005

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Editor's notes:

#### About pointOne

pointOne EPOS develop innovative, easy to use and reliable touchscreen EPoS solutions for hospitality, restaurants, bars, pubs, clubs, colleges and more.

The company has supplied professional EPoS solutions to a varied client portfolio including: Imperial Hotels, Henley Management College, Juboraj Group, The London Hippodrome, Brighton Dome and Proud Galleries.

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