

LGH Hotels Management improves speed and consistency of customer service with upgrade to Zonal

Introducing LGH Hotels Management

- » Founded in 2018
- » Brands include Crowne Plaza, Holiday Inn, Hilton and Hallmark Hotels
- » Operates 55 hotels across the UK
- » Focus on delivering exceptional guest experiences and strong investor returns

The Zonal solution

- » EPoS
- » iServe



The business challenge

LGH needed to update its point of sale systems across 21 hotels, as the current solution had reached end-of-life. Challenges interacting with their existing provider led them to look at alternative solutions.

In particular, LGH wanted a technology partner that could deliver outstanding service to ensure business continuity.

At the same time, they wanted to ditch the old-fashioned pen and order pad and deliver the 'grab and go' experience that today's guests demand.

Both of which meant working with a progressive, forward-thinking technology partner that could deliver cutting-edge solutions.



Customers look for speed and consistency. Expectations around timing and delivery that we see on the high street are now the same in hotels, and Zonal certainly helps us deliver both."

Operations Director, LGH





The solution

After a thorough search, LGH selected Zonal's Aztec EPoS system and additional connected solutions. Following a successful trial in sites that were undergoing redevelopment and refurbishment, and with the full support of Zonal's Project Services team, Zonal's EPoS was rolled out across 20 hotels.

At the same time, LGH rolled out Zonal's iServe handheld ordering devices, which allow front-of-house staff to send orders directly through to the kitchen. iServe has also been implemented across 20 hotels in the portfolio.

By partnering with Zonal, LGH benefits from:

- » A robust, future-proofed EPoS that integrates with other existing systems, including their PMS Opera
- » Powerful reporting and business analytics
- » Quick and convenient ordering from tables
- » The ability to give guests the speedy experience they expect
- » A comprehensive service package to minimise downtime
- » Superior customer support 365 days of the year



iServe has been very well received; it's very user friendly. People are expert users after just 20 minutes, there's no need for the two-week training courses that we used to have to give staff with new technology!"

Operations Director, LGH

Key achievements

- » Upgraded to Zonal's EPoS and rolled out throughout 20 hotels so far
- » iServe handheld ordering solution implemented across all hotels
- » Guests benefit from speed and consistency
- » Intuitive, user-friendly solutions welcomed by staff



The service of the engineers is great. And they carry spares in their vehicles, which helps to avoid any expensive downtime – and most companies don't do that. You need continuity, we don't have big teams internally waiting around to do that, so it's key."

Operations Director, LGH



Results

- » Quick, seamless service that delights customers
- » Orders sent straight to the kitchen automatically
- » Intuitive solutions have reduced time spent training staff
- » A solid partnership to support future growth for LGH

Upgrading to Zonal has given LGH a reliable, powerful EPoS that's purpose built for the hospitality industry.

The roll-out of iServe has also given staff the ability to delight guests with quick, seamless service. In an industry where staff turnover is high and people might only work a couple of shifts a week, Zonal's intuitive technology makes it easy for staff to get straight to work and focus on delivering great guest experiences.

And when the team has any questions, Zonal's friendly team is always on hand to give them the expert advice they need to keep operations running.



“It was a real partnership. We worked together to get it right, nothing was too much. They're good people. They're decent folk, and that's important.”

Operations Director, LGH

Why Zonal?

Zonal is the trusted supplier of innovative, integrated technology solutions to over 16,000 hospitality and leisure businesses. Our award-winning, UK-based training, project management and customer success teams will support you every step of the way; from project initiation right through to go live, you're always in safe hands.

Next steps

The hotel industry has been slow to take advantage of innovative technology, which means there's huge growth potential. LGH and Zonal are actively exploring new opportunities to use smart technology to improve the guest experience, drive additional sales, and build brand loyalty.



We're talking with Zonal about all sorts of possibilities, such as having a menu on a QR code to read on a phone. Or running a tab that moves seamlessly from the dining table to the bar and room service, all phone-enabled without having to talk to anyone. I think it would increase take-up and grow average spend – it would work wonders.”

Operations Director, LGH



Contact us today

Contact Zonal to discuss how our innovative range of technology solutions can transform your hospitality business.

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