

The TBC Pub Company

Introducing The TBC Pub Company

- » 3 sites: The Bridge Inn, Ratho, The Crusoe, Largo and The Ship Inn, Elie - Scotland
- » Each with a unique venue, vibe and flavour
- » Passion for great food and drink, homely comforts and a warm genuine welcome
- » Including 10 beautiful, boutique guest bedrooms
- » Winners of Scotland's AA Pub of the Year

The Zonal solution

- » EPOS
- » Integrated Payment Solution
- » Order & Pay
- » Click & Collect
- » High Level Software



The business challenge

As champions of quality local and seasonal produce, the TBC Pub Company were looking to invest in a high-quality, integrated technology suite to match – to improve efficiencies and maximise revenues across their two sites and deliver an even better customer experience.

With an outdated till system and a relatively inexperienced team, TBC were searching for a user-friendly solution to replace their existing, basic POS. What's more, with two busy pubs to manage, they were also facing ordering inefficiencies, leading to longer-than-ideal wait times.



We were facing inefficiencies with checks being missed and walkouts - the whole solution was complicated for staff.

Graham Bucknall, Director, The TBC Pub Company

TBC Pubs' ten boutique guest rooms were bookable via a standalone system, resulting in problems with viewing customer accounts and guest reconciliation, so they were also looking for a system that could manage this.

With grand ambitions to transform the way pubs are perceived in Scotland, the TBC Pub Group worked with the Zonal team to address their technology challenges, with impressive results.





The solution

TBC Pubs invested in Zonal's core EPoS solution to begin with. Having heard good things from previous users, they trialled a few systems and settled on Zonal. The platform provides the perfect foundation on which to build a technology stack of additional systems. One of the main benefits of Zonal's EPoS for TBC Pubs was a good back-office system for the managers and a simple and intuitive front of house user experience for staff.



Zonal's back-office system is simple and intuitive for our front-of-house staff to use and has brought in tighter cash control – exactly what you're looking for as owners of the business.

Graham Bucknall, Director, The TBC Pub Company

To support their guest rooms, TBC also moved their property management system to High Level Software, part of Zonal's suite of solutions. Integrated with Zonal's EPoS it helped to improve their guests' experience, with food and drink bills seamlessly integrated with room bookings.

To reduce inefficiencies further, TBC Pubs implemented Zonal's Card Payment Solution. Integrated directly to the POS, staff gained better visibility of each customer's transactions and mistakes were reduced to almost zero. Checks were no longer missed and walkouts were no longer an issue, ultimately saving time and money.

With changing consumer behaviour and new health and safety requirements as a result of COVID-19, TBC Pubs decided to develop a mobile app with Zonal, to enable them to process online, contactless orders throughout their venues, in particular their outdoor spaces, and open up a new revenue stream for those looking for takeaway options. Having conducted thorough research, TBC concluded that whilst there were cheaper options on the market, they wanted an app that looked professional and could be completely customised for their pubs, which Zonal was able to offer.

With an in-house team driving the project, together with Zonal and a third-party app development team in Scotland, TBC were carefully guided through the development and launch process, with a number of calls, progress meetings and training on how to use the app.

Delivered on time and to budget, they now have an attractive, user-friendly app, providing a safe and superior customer experience in both their sites.



When compared to other apps, we found Zonal's to be much cleaner and easier to navigate; we found the cheaper apps didn't look as professional, with only basic branding and customisation options. Our customers often say it looks like we built it ourselves, it looks and feels expensive.

Graham Bucknall, Director, The TBC Pub Company



Key achievements

Implementing Zonal's integrated solutions has given TBC Pubs a huge range of benefits across every part of the business:

Staff are working more efficiently as data is shared across systems

With an up-to-date technology suite, staff now work more efficiently with data shared automatically between the different systems. Orders are now processed quickly and efficiently meaning wait times are reduced and staff can spend more time looking after customers front-of-house.

Integrated food, drinks and room bills

Bookings for the pub's guest rooms now run much more seamlessly with integration between Zonal's EPoS and the PMS solution, HLS. TBC now has the ability to manage the rooms and restaurant in one place, cross-selling between the two, and offer the best possible in-house experience for their guests.

Customer payments processed quickly and accurately

With payment a crucial part of the customer's journey, the introduction of Zonal's Card Payment Solution now means customer payments are processed quickly and efficiently from the POS or at the table. Processes have been streamlined, and checks are no longer missed, meaning walkouts are non-existent.

Professional, high-performing mobile app providing contact-free ordering and payment

The mobile ordering app has proved to be a huge success. Delivered on time and on budget, TBC's customers have complimented the easy-to-navigate interface, and often mention the expensive look and feel. A whole new revenue stream has been created, providing TBC with the ability to offer food and drink takeaway options and boost orders in outdoor spaces.



We wanted an app that looked clean and was user friendly - all our customers have complimented us on it!

Graham Bucknall, Director, The TBC Pub Company





Results

- » Tighter cash control
- » Zero mistakes
- » 20-30% of outdoor orders processed via the order and pay app
- » Pressure off day-to-day roles of staff
- » Improved customer experience and satisfaction
- » New click and collect revenue stream

Next steps

TBC Pubs are now looking to develop their mobile ordering solution further and to invest in Zonal's loyalty management system.



We are now looking at a second iteration of the app, to include everything we do. At the moment it is being utilised in our beer garden and outdoor bar area. We want to make sure it is tied into everything we do, even to be selling our valentines boxes on there!"

Graham Bucknall, Director, The TBC Pub Company

With their pubs located in villages they have a strong loyal community and are looking for a way to reward those loyal customers. In addition to this, TBC Pubs are also hoping to add a third pub to their portfolio. They are confident that when opening a third site they will have a fully operational suite of solutions that they can simply transfer with little effort.



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.

Contact us today

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

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