

The Restaurant Group boosts revenue with fully-integrated click and collect solution

Zonal

“Customer convenience is a crucial component of our click and collect service. Diners can securely order and pay for the food they want, when they want it, without putting any additional strain on our kitchen staff.”

Nick Shelmerdine, Director of Operational Excellence, The Restaurant Group

Introducing The Restaurant Group (TRG)



**Operates over 500
restaurants and pubs
in the UK**



**Major brands include
Frankie and Benny's,
Chiquito, and Garfunkel's**



**Multiple award winners
for innovation**



**Offers convenience
and choice for a family
audience**

The Zonal solution



Aztec EPoS



ZCPS Ocius



iServe



Voucher Manager



iOrder



liveRES Reservations



liveRES Tables



Click and Collect

Key achievements



Click and collect now available in 97 Chiquito and over 200 Frankie and Benny's sites



Customers can order and pay for food via the website or a dedicated app



Customers can choose when they want to collect their food



Operators can control how many orders can be made during certain times



Integration means order are input straight into the PoS – no rekeying needed



Offers real-time, site-level menu pricing and availability

The business challenge

Today's diners demand choice and convenience. It's one reason why the home delivery market is expanding so rapidly. And it also explains why there's a growing trend for click and collect, where customers order online and pick up their food from a nearby venue.

But click and collect can create problems for operators. Online orders can flood venues at busy times, putting the kitchen under pressure and potentially leaving customers waiting. A lack of integration also means that online orders need rekeying into the system. And if stock has run out then the venue needs to contact the customer and ask them to reorder.

The Restaurant Group wanted a solution that allowed customers the convenience of ordering and paying for food online while eliminating these common pains.



The solution

Zonal worked with TRG's internal web team to develop a unique, fully EPoS-integrated click and collect solution with a bespoke user interface and user journey. All solutions are completely integrated, which means no additional operational overheads.

Click and collect was launched across 97 Chiquito sites, allowing customers to:

- View real-time menu availability and pricing for each venue
- Order food to be collected at specific times – even hours in advance
- Securely pay for their order via the app or website
- Collect loyalty rewards or promotional offers with their orders

And it's not just the customers who benefit from a great experience. TRG operates more efficiently and cost-effectively:

- Venues can limit the amount of orders they accept at any given time, easing the strain on kitchen staff
- EPoS integration means no rekeying is needed
- Real-time menu updating reduces the risk of disappointing customers if dishes are unavailable
- Future orders are stored in the system and only processed when it's time for food to be prepared

“EPoS integration is the key to click and collect's success. It means we can manage the flow of orders we receive, and seamlessly process each with the minimum of fuss.”

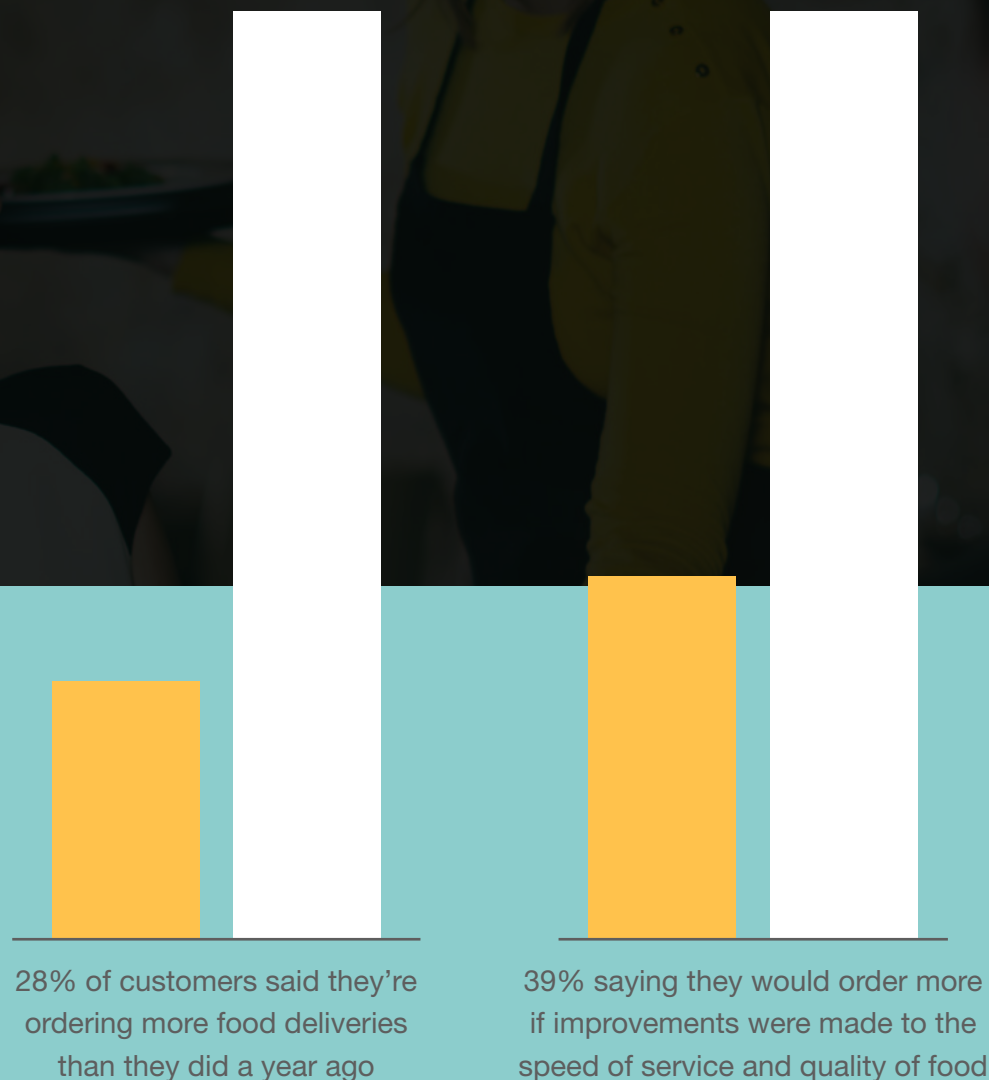
Nick Shelmerdine
Director of Operational Excellence
The Restaurant Group

Results

Click and collect has proved immensely popular with customers, and TRG has since launched this offering for sister brands such as Coast to Coast and Frankie and Benny's.

By giving TRG's web team access to Zonal's APIs and offering support and best practice recommendations, TRG have created a click and collect offering that delights their customers and is operationally efficient.

And TRG have picked the perfect time to offer an enhanced click and collect service. In a recent [GO Technology report from Zonal and CGA](#), 28% of customers said they're ordering more food deliveries than they did a year ago, with 39% saying they would order more if improvements were made to the speed of service and quality of food.



Want to operate more efficiently and boost your revenue?

Speak to us today and see how
Zonal's industry leading technology
can transform your hospitality venue.

Get in touch

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1 Tanfield | Edinburgh | UK | EH3 5DA
info@zonal.co.uk | 0800 131 3400