

Invest now to maximise sales and boost year-round trade

Euro 2016 is set to provide a huge boost to the UK hospitality trade - with over £100m in additional revenue expected. While the increase in business is welcome, are you ensuring you are making the most of the opportunity? Installing an Epos Now solution can help you thrive during the busiest times of the year and, boost profitability during the slowest.



Cut Queues

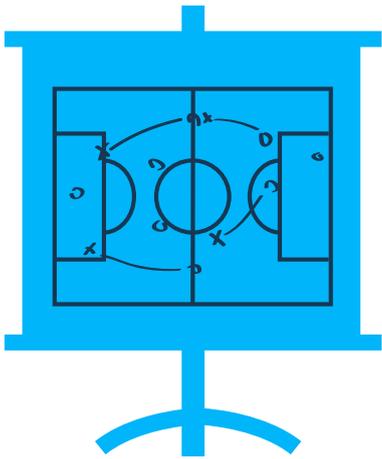
77% of customers said they would be more inclined to frequently watch football in the pub if they didn't have to wait at the bar for long periods. Epos Now's intuitive system streamlines service, cutting transaction times by an average of 32%. This allows for more orders to be taken, reducing customer wait times and increasing order turnover.

Track Stock

Epos Now data shows there is a 63% uplift in drinks sales during major football tournaments. Running out of popular stock lacks foresight, reduces revenue and disappoints customers. Epos Now has a fully automated stock inventory system. This means you can view stock at the click of a button rather than conducting time consuming manual stock inventories, ensuring you never run out of your most popular items.

Hiring additional staff to assist you in your busiest periods may have unfortunate consequences as 43% of all theft within the hospitality industry is committed by staff. An Epos Now system allows you to accurately track stock. Having strict control over your inventory reduces the opportunity for employee theft.



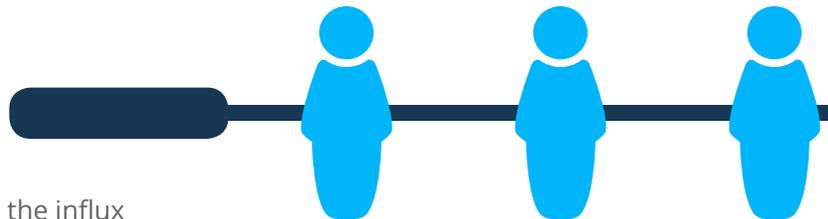


View Sales Data

Real time reporting of sales data empowers you to make informed business decisions. The Epos Now system provides the visibility to view and control stock margins ensuring profitability at all times.

With all your competitors also showing the Euros, now is a great time to identify your surplus stock, and sell it with strong promotions. You will bring in more customers and empty your stock room of poor-selling inventory.

Staffing Solutions



During busy periods you need more staff to handle the influx of customers. Epos Now's simple plug and play system requires minimum training, allowing new staff to be operational in less than 15 minutes. Staff permissions prevent unauthorised discounting or voiding, protecting your business from unscrupulous staff and/or human error. Staffing integrations with your Epos Now system allow you to control the rota, ensuring enough staff are on shift throughout the busiest periods.



Promote Your Business

52% of small businesses do not have a website and 59% conduct no advertising or promotional activities at all. Integrations with your Epos Now system allow you to build a professional websites and create push marketing campaigns with ease, targeting your ideal customers and boosting your brand. Offer customers promotions based on the amount they spend or what they buy, driving up your average spend without manual calculation.

Reap the benefits of big business by implementing a loyalty programme. Rewarding your customers is proven to increase customer retention by 20% .This increases revenue, encourages repeat business and reinforces brand loyalty. Our research has shown that after 6 months of running the loyalty module, businesses have a 12% increase in returning visitors.

Are you ready for the Euros? Get in touch!

0800 2 945 945
www.eposnow.com