

WHITE PAPER

How to use your technology to help your hospitality business 'bounce-back' from Covid-19



Call 0800 655 6264 & talk to us today about using your existing EPoS-based technology to bounce-back and adhere to government guidelines.



STOP PRESS:

The hospitality sector
'bounces-back' on 4 July 2020

How to use your technology to help your hospitality business bounce-back from Covid-19 pandemic

GS Systems is tracking the evolving COVID-19 pandemic in order to give you the best independent technology advice to meet the changing needs of hospitality operators. Our independent technology expertise, experience and top tips will help you 'bounce-back' in the best possible shape.

The technologies we'd like to cover here are:

- Mobile Order & Pay
- Click & Collect/Pre-Ordering
- Delivery
- Reservation Systems
- Labour Management
- Cash Control (cash flow and payment reconciliation)
- Stock Management
- Integrated EPoS

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Are you Covid-19 Secure?

You can only reopen if you are Covid-19 Secure. You **must** satisfy the following government guidelines:

1. We have carried out a COVID-19 risk assessment and shared the results with the people who work here
2. We have cleaning, hand-washing and hygiene procedures in line with guidance
3. We have taken all reasonable steps to help people work from home
4. We have taken all reasonable steps to maintain a 1-metre-plus policy in the workplace
5. Where people cannot be 1-metre apart, we have done everything practical to manage transmission risk

Covid-19 is highly infectious.

The virus spreads through:

Direct contact with an infected person

Droplets landing on surfaces



Mobile Order & Pay Systems

Online mobile order and pay solutions maintain social distancing, reduce physical contact points between customer and server and help customers feel safe in your venue. They can be used on-premise and for takeaway offerings and deployed alongside your existing payment platforms.

- No app to download or registration required
- Just scan QR code to order and pay
- No physical menus to touch
- No cash or PDQs to handle
- No queuing at the bar in close proximity to others
- Pay using your mobile device (ApplePay, GooglePay or credit/debit card)
- Fully integrates with EPoS and stock system for speed of service
- Enable your customers to order from anywhere including your outdoor spaces


Top tip: review your payment systems and add additional solutions to your existing technology

Click & Collect/Pre-Ordering/ Delivery Systems

Using click and collect, pre-ordering and delivery systems allows you and your customers to observe social distancing rules and minimise direct contact between the customer and server. It also gives you far more visibility and insight into food preparation, sales and your customers.

- Focus on preparation free from large queues
- Avoid unexpected influxes of customers
- Concentrate on producing and bagging up orders
- Observing social distancing rules.
- Better manage margins, costs and cash flow
- Reduce labour costs and wastage
- Meet delivery targets
- Link orders with your EPoS system
- Instant reporting and analysis

To put the above in real life terms, one customer who was using a well-known delivery company paid £250 delivery takeaway fees in one day alone. On the same day, our click & collect system processed more orders and only cost £4.50 in total fees.



**Top tip: if you control
how you take and
deliver orders, you can
trade a lot more safely**

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Top tip: once you've completed your new Covid-19 Secure floor plans publish them online on your social media platforms and website to show customer safety is paramount

Reservation Systems

When we're all allowed to throw open our doors again, customers will want to feel safe when entering and leaving the premises as well as during their visit. Why not use your reservation system to help you design new floor-plans and routes to ensure you, your staff and your customers can observe social distancing rules? These can be easily adapted as and when government guidelines change.

Controlling and monitoring the arrival and departure of your customers has never been more important. Use your waitlist feature for any unexpected walk-ins and control your bookings according to your new capacity limits that ensure you adhere to the safety guidelines.

- Track and monitor customer-server contact
- Seat people safely while observing social distancing guidelines
- Stagger bookings and arrivals
- Publish floor plans online and on-premise highlighting closed areas of the venue
- Potential bottle-necks to avoid such as bar areas
- Promote sanitation and hand washing points
- Devise safe one-way routes around the venue
- Display QR posters for customers to access online menus and ordering
- Confirm safety measures by email and text
- Take online deposits to help minimise no-shows

Labour Management

Smart use of labour management tools ensure you and your staff quickly adapt to new ways of working and thinking. There is a lot for you and your staff to take on board operating under Covid-19 Secure conditions and you need to be watertight with your adherence to ever-changing government guidelines. For instance, government restrictions may advise that staff cannot move between multiple sites. Use your labour management system to enforce and monitor this.

- Ensure all staff receive hygiene training
- Identify and add hygiene tasks to staff rotas
- Identify back office staff who can work from home
- Use forecasting tools to work out new staff requirements and implement new ways of working
- Avoid being over or under staffed by analysing your new sales and wage forecasts
- Deploy and monitor teams in your venue to avoid unnecessary contact between staff
- Create and monitor dedicated site maintenance, hygiene and cleaning teams
- Have contingency plans in case staff are unavailable
- Use your online manager's diary to ensure critical tasks are completed



Top tip: labour optimisation tools allow you to control, track and monitor your biggest variable cost



**Top tip: set up
alerts to keep you
informed about relevant
sales & performance**

Payment Reconciliation, Cash Control & Cash Flow

According to a recent Ipsos Mori survey, more than 60% of respondents would be uncomfortable about going out to bars and restaurants if lock down lifted this month (June).

Cashflow will be more important than ever when you reopen your business so the time is right to review your payment processes and procedures. You won't be able to operate as you did before Covid-19 but you will need to try and squeeze better margins out of less sales so stay on top of your cash control.


- Go cashless! Make sure your PDQs accept contactless payments to minimise contact (and process payments faster)
- Use your PDQ system's pay at table feature to speed up service and reduce trips to till areas
- Use your mobile order & pay system for maximum hygiene and security
- Tailor your reports and review how and when you receive them to give you critical information faster
- Look at new revenue streams to add to your consumer offering
- Control and monitor payments and cash flow in real-time
- Introduce card and voucher schemes to generate instant revenue
- Avoid short term discounting reducing your margins

Stock Management

When on-trade venues were ordered to close in March 2020, 70 million pints of beer were literally poured down the plughole. No one can afford further losses.

Fast and efficient stock management will enable you to get up to speed once opening restrictions are removed. Start planning today to replenish stocks and anticipate future requirements, including short term menu changes.

- Use your recipe management module to focus on higher margin menus and waste reduction
- Look at new smaller menus to reduce stock holding
- Review supplier arrangements and costs
- Review suppliers to see who can deliver stock when you reopen
- Add new suppliers who may offer better delivery and/or prices
- Minimise deliveries to avoid unnecessary contact
- Try to order what you need based on anticipated and actual covers
- Record waste and stock that was not returnable



Top tip: review your suppliers as a matter of urgency to guarantee suppliers and locked-in prices for cost certainty



Top tip: stay on top of your key performance indicators so you know you are on track when you bounce-back.

Integrated EPoS

Now more than ever it's essential that your EPoS systems are configured to optimise your operations. Speed of service, security and hygiene are all key things to pay attention to before you reopen.

- Configure your till screens for ease of use and make your main products easy to find
- Ensure servers can operate your systems quickly for fast service
- Minimise risk by limiting the time spent by servers waiting to use your tills
- Reduce spreading infection by limiting the amount of contact with the tills
- Devise and implement 'change of business' models and operational processes



About Us

We are a family-owned company based in North West England and have been a UK leader in supplying the retail, hospitality and catering industries since 1976. Our business philosophy is to put our customers first and deliver industry leading solutions. Your business can rely on our wealth of knowledge and industry experience, and our ability to implement a solution which will accommodate your exact requirements. We are at the forefront of new technologies within the hospitality and retail industry. Our extensive expertise allows us to incorporate the appropriate technology into your business, giving you greater flexibility, accessibility and increased security. We are an industry leader in the supply, installation, service and on-going support of EPOS systems. From initial consultation through to system design, hardware and software installation and staff training, GS Systems has a wealth of market-place knowledge and experience.

Contact us on:
0800 655 6264

www.gs-systems.co.uk

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