



North West Business Machines

Creating EPoS Solutions for the Retail,
Leisure and Hospitality Industries.

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Check out our web site at www.nwbm.co.uk

Case History

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“We feel we’re
in control “

Customer Inns & Leisure Ltd.



The EPoS system creates more time for customer service

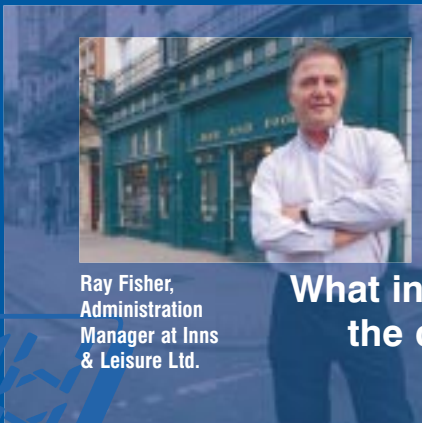
Background

A customer for over 10 years, Inns & Leisure is a thriving company operating in the leisure industry. They have 32 outlets, including pubs, clubs and restaurants of which 10 are managed houses and 22 are tenancies.

5 years ago?

Mr Ray Fisher is Administration Manager of Inns & Leisure and this is how he described their situation in 1996.

“At the time each of our outlets were using individual tills and whilst we felt they were good enough to do the job it was taking 7-10 days to compile accurate management information on sales, stock and promotions, and we felt we weren’t taking advantage of the technology that was available. We needed to move with the times and become more sophisticated in order to compete with the big breweries.”



Ray Fisher,
Administration
Manager at Inns
& Leisure Ltd.

Now?

“Now our EPoS system is fantastic. We feel we have control. We have all management information within hours of closing time. We can change prices every 24 hours if we wish, we know which promotions are working and which aren’t and we have instant access to stock levels. We even know our daily profit margins. We have knowledge, control and the ability to make better decisions, quicker, all done centrally at head office.”

What instigated the change?

I talked to Stewart Mahon at North West Business Machines and I was impressed. From the beginning they took the time to understand our business. They realised what we needed and held our hands throughout the process. They have not only installed the systems but have such a high level of backup service that they’re on call 24 hours, seven days a week. They also undertook all staff training with such diplomacy that not once in our relationship have any of our staff felt belittled by our lack of knowledge.

How has dealing with NWBM affected your business?

The efficiency of the business has increased dramatically. We now work smarter not harder and we have experienced an 80% increase in successful performance in our day to day disciplines. Staff confidence has also risen sharply.



The Old Bull Hotel, Preston

We now feel we’re ahead of the game.

For more information on North West Business Machines

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