



Harry Ramsden's World Famous Fish and Chips

Harry Ramsden's is the number one name in fish and chips - a growing international brand with over 170 outlets serving six million customers every year in both company and franchise outlets.

They are the brand leader, because nothing but the best will do for Harry Ramsden's. This powerful international brand has been built upon their famous name that carries with it a reputation for superb quality, friendly service and good value for money.

Harry Ramsden's is part of Select Service Partner (SSP). SSP is owned by Compass Group PLC, the world's largest foodservice organisation with annual revenues in excess of £10 billion and employing more than 360,000 people in over 90 countries.

This philosophy of only the best will do was reflected in the decision to select MCR Systems to rollout a new EPOS system for all of the Harry Ramsden's establishments. This includes the traditional full service fish and chip restaurants that seat up to 200 people, with fully licensed bars and takeaway facilities and the Express restaurants designed for people on the move.

Whilst many might think firmware tills are 'old hat' we've consistently demonstrated in our business that the Uniwell range of EPOS can match PC based kit in just about every respect, but at ownership cost that is generally 50% lower. Of course you also get exceptional reliability but another, often overlooked, benefit is the simplicity of estate wide data maintenance that you get with the Uniwell solution!

Matthew Rea SSP UK IT Director



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Harry Ramsden's are enjoying a wide range of additional benefits since the rollout was completed including:

- Estate wide sales and fraud analysis
- Intuitive Table Plan function
- Improved accuracy and security
- Robust, reliable system resulting in high staff confidence.
- 70% reduction in Total Cost of Ownership (TCO) compared to previous system



MCR demonstrated real 'can-do' on this project, ensuring that they understood our business fully before deployment commenced, the commitment from their engineers made this one of the most successful EPoS rollouts we've undertaken
Viv Lucas, SSP project manager



MCR Systems had already established a good working relationship with SSP, having rolled out to over 200 of their trading outlets, which include well known brands such as Upper Crust, Café Ritazza and Millie's Cookies.

Harry Ramsden's new Piccadilly flagship site in London was chosen to pilot the new system. The latest Uniwell TX870e touch screen tills were installed and networked to a back office system, which provides detailed management reports. In addition there is an automated procedure to transfer all transaction data to the SSP Data Warehouse that provides estate wide reporting to the business. Similarly, all product and price data is managed centrally and downloaded to site.

A Table Plan function is used in the restaurant which allows staff to view any of the Tills and know at any time which tables are in use, which customers have had their bill and are waiting to pay, and which tables are free or due to be free shortly.

All staff have been issued with personalised magnetic fob keys for logging on to the Tills, providing security and analysis of individual staff performance. Accuracy of orders has been optimised by the introduction of Kitchen Printers for food orders from the restaurant and also a dispense printer on the bar for printing drink orders.

Once the concept and the template had proved successful at the new Piccadilly Restaurant, a project plan was drawn up for a speedy rollout to all other sites.

MCR Systems pride themselves on providing a quality product with quality implementation services and support. It's a simple philosophy but fundamental to MCR Systems and one on which their business continues to grow at a fast rate.



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