

# Broadfield Hotel

*EPOS efficiency maximises profit from bar and restaurant sales*



The Broadfield hotel is a family run 30-room hotel in Rochdale, offering restaurant, bar and function room facilities. The owners Andrew and Christina Kusytsch have ambitious plans to increase the turnover of the hotel threefold over the next five years. To help meet these plans, a new CASIO EPOS system has recently been installed.

The system, installed by CASIO partner G V Gowland & Sons, incorporates six QT-6000 touch screen terminals with CASIO Hospitality software and the Hotec Property Management System. It links the bar, restaurant, function room, kitchen and front reception area.



The large, bright screens on the CASIO EPOS system make it quicker and easier for staff to take orders. With large group functions, a half hour window often exists where drinks can be served to customers before they sit down for dinner. The speed of the new CASIO EPOS system means that every customer who wants to make a purchase now can. This maximises the revenue from functions, and also means customers are happier with the service. As Andrew says, "with the new till system, we can deal with it. A year ago I would have been worried about what would go wrong with a large group function."

An age-old problem in the hotel industry is revenue lost from misplaced customer food and beverage charges. With the CASIO QT-6000's linked to the Hotec software, the process of charging customer expenses to their room account is simple. When the customer makes a purchase they are asked for a room number, the system

displays the name corresponding to that room and purchase value. The customer then verifies all

**"We've increased our profit from alcohol sales considerably"**

details, signs the receipt and the charge is directly added to the room bill. "We've increased our profit from alcohol sales to residents in the evening considerably through the tighter sales processes the new CASIO EPOS system allows," says Andrew. The integrated charging of expenses to rooms has also made the check-out process considerably quicker as customer charges are already collated.

The CASIO Hospitality software that compliments the EPOS system can be modified to meet specific

business requirements. One example is the variable pricing function, where prices can be set differently depending on the time of day. This has been valuable at the Broadfield hotel, as items are priced differently at lunch and dinner times. The QT-6000 system allows these changes to happen automatically. As Andrew explains, "This way we have been able to increase our lunch time sales, without cannibalising dinner time profit".

With the CASIO QT-6000 EPOS system in place, Andrew now has the infrastructure required to expand the business. The hotel, restaurant, function room and bar all link together as one system offering a total customer view, ensuring more thorough and efficient billing and enhanced customer service.

To find out how a CASIO EPOS system can benefit your hotel:  
Phone: 020 8208 7854  
E-mail: [epos@casio.co.uk](mailto:epos@casio.co.uk).