

The George Hotel

Case Study



The Client

For centuries, The George Hotel has played its part in the often turbulent and illustrious history of Yarmouth. Now approaching its 900th birthday, Yarmouth is the Isle of Wight's oldest town and seaport and, for 350 of those years, The George has been an inn. It now welcomes guests with comfortable bedrooms, and well-regarded cuisine served in the restaurant and a dining garden.

Under the care of head chef Kevin Mangeolles, The George earned an exceptional reputation for food. Talented 25-year old Dubliner, Liam Finnegan, recently picked up the head chef's baton and is charming diners with 'contemporary brasserie-style dishes with a European influence', relying heavily on organic and local produce including the island's abundant fish and seafood.

In the many warmer months that the Isle of Wight enjoys, diners at The George gravitate towards a large garden running down to a private beach. In this relaxed setting, there is no compromise on quality and they can be served the same dishes available in the brasserie restaurant.



"Using J2 Wave handhelds in our garden, it takes just seconds to take an order. We don't forget things, our staff have less walking to do and we are altogether more efficient."

Adrian Evans, General Manager, The George Hotel.

The Solution

The Challenge

The George had relied upon touchscreen EPoS for the past three years but was looking to improve efficiency, particularly for garden service, and it became interested in handhelds as a time-saving device.

Explains The George's General Manager, Adrian Evans: *"It's quite a walk from the garden to the kitchen, about 30m. We pride ourselves on offering the same standard of service outside as for inside dining, and we take all food and drinks orders at the table. We walk out, take an order, walk back and input it manually to the till, then eventually take the order out. All this takes time."*



The Benefits

- Using J2 Waves, The George can manage with fewer staff in the garden and reduce the time spent walking backwards and forwards
- One or two waiters can serve all garden customers, with others bringing out drinks and food
- With orders placed and logged at the table, errors are eliminated
- Order are printed out inside and routed automatically to multiple locations including the bar and kitchen
- The J2 Waves are hooked into static EPoS tills, for accounting and order reconciliation
- The serving process is now faster and more efficient
- The use of handhelds has made for a more attentive and responsive service, with the opportunity to increase drink and food orders

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The Process

Adrian Evans turned to the hotel's software and hardware partner, local company ICR Systems (ICR). Says ICR's Malcolm White: *"I know The George had considered handhelds in the past and we've had a number of solutions to offer but none was perfect."*

However, ICR now had the newly-launched J2 Wave touchscreen handheld POS from J2 Retail Systems. *"With the J2 Wave, we have a great blend of all the positive points of handhelds with none of the negatives,"* explains White. A unit was loaned to The George and Malcolm White joked that the team should get used to it, as it wasn't

going to want to give it back. *"How right he was!"* agrees Evans. At the end of a short trial, it was clear to Adrian Evans and the waiting staff that the J2 Wave handheld had a lot to offer them.

Loaded onto the J2 Waves is the new PocketTouch 2 software from ICR Touch. This software has been designed specifically for handhelds. Maximising ease of use and rapid service, PocketTouch 2 provides the full panoply of point-of-service functions: the ability to open tables, book orders to tables, take cash directly and reconcile a bill, with integration to a belt printer.

The Results

Now equipped with J2 Waves, garden waiting staff enter orders that are routed from the handhelds directly to the kitchen or the bar. The process of returning to a till to manually enter an order from a handwritten note is a thing of the past. Not only does this result in prompter service, but it also assists kitchen staff to synchronise the delivery of second or third courses. Alerted by messages from the handhelds, they now know about 2 or 3 minutes earlier than before that the next course is required.

Explains Adrian Evans: *"This new way of doing things cuts out lot of time walking backwards and forwards from the garden, probably a couple of minutes each time. That doesn't sound much but add up the number of times each member of staff does this in a week, and it amounts to a considerable saving in time and effort. Everything is now more efficient."*

Not only does it now take only seconds to take an order, but also items don't get forgotten or entered incorrectly as would happen occasionally in the past. Orders entered tableside can now be checked for accuracy there and then.

Continues Evans: *"We're currently only using Waves in the garden, which was our sole purpose in purchasing them. But now we're looking to adapt them for the winter to maximise their use."*

"With the Waves, it's so much easier to be attentive to customers and offer another drink or something else to eat when you can circulate and focus just on taking orders."

Having pared down the displays to just what they needed, Evans and his team find the Wave screens clear and the unit responsive. When it comes to practicality, there have been had no issues and they are pleased with the Wave's reliability and robustness.

Malcolm White concurs: *"The battery seems to survive for 8+ hours, and the wireless set-up and range is excellent. In terms of ergonomics, the unit weighs only 320g and is comfortable to hold and easy to handle. A hand-strap's there for extra security but, in any event, it's good to know that the Wave can resist being dropped from up to 1.5m."*

White is enthusiastic too about the J2 Wave from a supplier perspective. *"As a supplier, we're very happy with this piece of equipment. It's ironed out everything that could cause us problems and it's great to see the client so satisfied. The J2 Wave is our best handheld solution today. If a client wants a professional solution to their orderpad or waiterpad requirements, we put in the J2 Wave. J2 is the way to go."*

www.thegeorge.co.uk

About J2 Retail Systems

J2 Retail Systems is a specialist manufacturer of PC-based touchscreens, LCD touchscreen monitors and point-of-sale hardware to the retail, hospitality and leisure industries. With 70,000+ units installed worldwide, its clients include hundreds of leading-brand and independent retailers, hospitality and leisure operators including several cinema chains, and countless pubs, hotels and restaurants.

By controlling its own design and manufacture, J2 has built a reputation for innovation, reliability and cost-effectiveness. J2 uses emergent technologies wherever possible to reduce the cost of hardware ownership. In a recent market coup, J2 launched the first EPoS to contain Solid State storage drives as standard. By so doing, it has once again reset the benchmark for EPoS performance and cost of ownership.

About ICR Systems

For the past 30 years, Island Cash Registers (ICR Systems) has supplied and supported thousands of cash registers and EPoS systems across the UK's hospitality, leisure and retail sectors. A partnership with specialist EPoS software developer, ICRTouch, who has 30,000 licences worldwide, has created a joint team of developers and service engineers to meet the demands of a growing user base.

ICR Systems is known for its touchscreen technology expertise. It sells leading-brand units including EPoS tills, pad systems, cash registers and barcode scanners. Systems can be purchased, hired or leased, with support, updates and programming available via the web or by a site visit from the local support team. ICR solution clients span hotels, bars, fine dining, gastropubs, restaurants, cafes, schools, take-aways, gift shops and supermarkets.

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