



taylor st baristas

Finely crafted coffee...

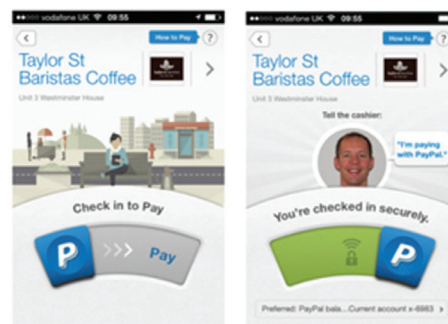
CASE STUDY – RICHMOND BARISTAS

CASIO

Turning the world of great coffees and coffee transactions upside down, Butter Beans (formerly the original branch of Taylor St Baristas) adopts PayPal on the Casio V-R100 EPoS solution



PAYMENT SOLUTIONS FOR YOUR BUSINESS WITH CASIO AND PAYPAL...FIND OUT MORE.



London coffee house with an eye for loving customer service adopts Discover – Announce – Pay capabilities through a new EPoS till and payment system developed by PayPal with Casio.

Background

“No wallet? No problem. Here’s your order, Mr Smith.” Not many coffee houses in the UK can offer the same levels of customer service in such circumstances. But in Butter Beans formerly the original branch of Taylor St Baristas, in Richmond, cashless society takes a step closer as visitors are now enabled to pay for transactions simply through the use of their mobile phone.

Visitors can now transmit information from their PayPal app directly through to the Casio V-R100 Android EPoS solution, stored neatly on the Butter Beans counter. The bustling, rustic Antipodean coffee bar retains a reputation for delivering excellent coffee; with rich golden espressos and luxurious flat whites, ground from decadently textured

roasts and lovingly topped with silky smooth frothed milk art to finish. The extensive coffee menu is delivered alongside a backdrop of traditional breakfasts, rustic lunches and artisan sandwiches featuring daily chalkboard specials. Having recently rebranded to the tantalising delicious name of ‘Butter Beans’, the Team stand keener than ever to provide regulars and new visitors alike with continuity and warming customer service.

The new owner of Butter Beans, Alese Bean, continues. *“The rebrand is the start of an exciting era for Richmond café culture. With the former franchise, we built a reputation across eight years for providing great products backed by warm Southern Hemisphere service. Adopting PayPal on the Casio V-R100 is just one example of that service – giving customers maximum choice as to how they really want to pay. Cash, card, or PayPal; customer transactions can now be processed, quickly, efficiently and delivered with a highly personal service that we hope that customers will return to.”*

The PayPal Solution

Part of Butter Bean’s friendly engagement comes with recognising customers as soon as they enter the premises.



Customers simply enable their mobile PayPal application to 'discover' nearby shops and restaurants in Richmond that accept PayPal; and then 'check in' to Butter Beans upon arrival. Once checked in, their name and photo appears on the Casio V-R100 EPoS terminal as an arrival 'announcement'.

Alese explains more "We have a large client base boosted by a significant number of visitors into the town in the summer and Christmas seasons. We also have 11 staff rotating on shifts and whilst we would ideally like to address regulars by their name to make them feel at home, it can sometimes be pretty difficult to accurately recall them all." Now, by activating the V-R100 PayPal button, staff are empowered with name prompts. *"Frequently the customer's photo often arrives on the till before they do, so we can give them a warm welcome or indeed ask if they are having their 'Usual' today."*

When it comes to payment, the customer agrees the transaction amount and the barista verifies their identity photo and charges them by clicking on their photo. The customer receives an alert on their mobile device to let them know how much they've been charged, as well as PayPal's usual email receipt. Great for seamless accounting and bookkeeping, both for Butter Beans and for the customer – with records send straight into an email account without having to collect batches of paper receipts.

"Whilst online payment is not the most popular choice at the moment; it's definitely a technology that is increasing in demand. Since offering 'Check into PayPal' functionality to our customers, we have seamlessly tracked a 4000% increase in PayPal transactions. For any fledging catering business, the opportunity for seamless transactions with



guaranteed accuracy, less cash to handle and fewer till anomalies, has to be a distinct benefit." explains Alese

And what of the overall restaurant functioning now the PayPal enabled V-R100 is in place? Before the accounting upgrade, transactions were processed by a standalone cash register. Orders were communicated, memorised and fulfilled by the serving barista and when an order became more complex consisting of multiple coffees or food items to process, baristas would manually write post-it note docket; with each post-it being discarded after the order was processed and payment entered manually into the till. Enter the first specifically hospitality-engineered, spill, heat and moisture proof, Casio V-R100 EPoS solution, quickly processing each menu item via pre-populated graphical icons displayed on a large colour 10.4 inch colour touch screen, processing customers' orders in strict rotation, with menu driven prompts.

Alese comments. *"On the whole, we felt confident that our staff were pretty accurate in ordering and the standalone cash till felt well-reconciled most days, but we recognise that manual entry increases the margin for human error and the possibility of mixing orders; giving incorrect change; and increasing the book keeping requirements. As we progress*

with the new company, keeping accurate accounts in the first few years becomes even more critical, and our accountant is thrilled with the lack of anomalies and seamless transaction records. This is especially important with different UK VAT rates now applicable on hot and cold take away purchases.”

The Results

Prior to adoption, Alese had concerns the transition would involve a major re-training exercise. It materialised that unlike traditional EPOS units that carry a reputation for a significant system configuration headaches; the Casio V-R100 arrived ready to ‘plug and play’ and pre-customised by supplying partner, Premier Cash, even down to customer loyalty schemes being uploaded. Now, every menu item sold is recorded by date and time, giving a full sales history audit trail. Training of the staff was also straightforward, occurring on shift. With the real-time connectivity to the entire Android application platform linked to the V-R100, Alese knows that she can expand her knowledge as time and experience permits by downloading any of the plethora of hospitality focused applications available online, covering everything from stock control analysis to accounting packages.

In the meantime, Butter Beans are happy to know that usage of the till has reduced inaccuracies and cut queuing times while simultaneously



cutting energy costs. (65% energy reduction compare to the former standalone till).

Alese summarises: *“It distinctly feels like we are offering a slice of how we will conduct every day purchases in the future through deployment of the PayPal enabled Casio V-R100. Somewhat befitting of a Royal Borough, we can now all transact royally, securely, with great customer service and without ever taking cash out with us.”*

Adopting PayPal on the Casio V-R100... giving customers maximum choice as to how they really want to pay.

Since offering ‘Check into PayPal’ functionality to our customers, we have seamlessly tracked a 4000% increase in PayPal transactions.



CASIO

For more information on this case study, please contact:
CASIO Electronics Co. Ltd. Unit 6, 1000 North Circular Road
London NW2 7JD