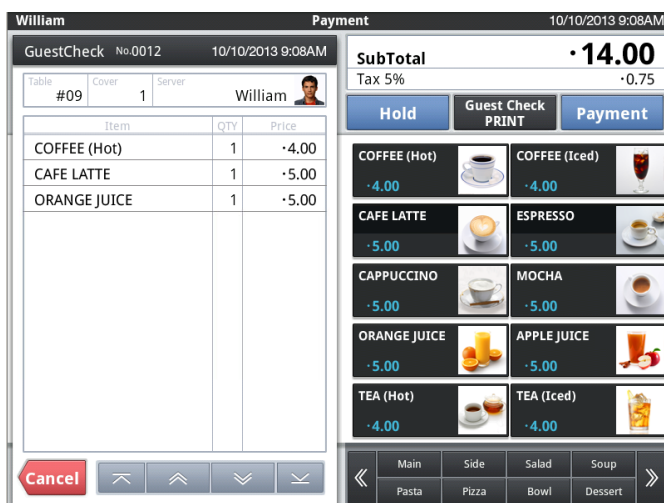




CASE STUDY – RHUBARB & CUSTARD

CASIO

Rhubarb and Custard’s London Cafés use Casio’s V-R100 Android EPoS solution, integrated with CardSave’s Chip and Pin, to provide transparent daily accounting with a minimal cost outlay.



Not only would the standalones look increasingly dated in the ultra-modern environment, sporting its own state-of-the-art lighting display façade, but they lacked the required intelligence and management capabilities that Marian needed to operate multiple cafes. With an already established client base from Rhubarb & Custard cafés in nearby Lee and Deptford Leisure Centre, Marian required an EPoS solution that could help with centralised management, order processing, and Chip and Pin processing.

Marian contacted chip & pin terminal provider, CardSave, who highlighted Casio as having recently developed an Android EPoS terminal, the Casio V-R100, specifically designed for small business. The Casio solution is ideal for hospitality and catering environments, to seamlessly handle each café front-of-house transaction while assisting in the back office. The combined hardware and software platform was able to offer Rhubarb & Custard a complete retail operations solution for centralised management; customer and sales management and order handling, whilst being easy to use and totally reliable.

Alongside sister cafes in Lee and Deptford, new Rhubarb and Custard cafe hits the ground running with new EPoS solutions from within the sparkling, modern Glass Mill Leisure Centre, Lewisham.

When you are selected to become the primary eating outlet within Lewisham’s iconic multi-million pound new leisure centre, the Glass Mill, you know that your menu of gourmet burgers, healthy salads, Artisan sandwiches and home-made cakes, represents the best in the area. Former Lewisham Business Award winner and owner of Rhubarb & Custard cafes’, Marian Cattanach, knew that in winning the contract and significantly expanding the business across three premises, she needed equally supporting, flexible, modern retail business support terminals that simply could not be provided from her existing standalone cash registers.

Attracted by the low daily cost outlay proposed by CardSave and the modern touch-screen feel offered by the V-R100, Marian elected for an installation of two units within the new Rhubarb and Custard café from within the illuminated, glass fronted centre. She recalled:-
“The Centre opened in the summer and we were thrilled to be operating from one of the most modern, iconic buildings Lewisham has seen in several decades, therefore it was essential that we had equally modern supporting tools that would allow us to grow flexibly. Through CardSave, we commenced installation of EPoS and linked Chip & Pin for easy and quick transaction processing at The

Glass Mill, costing just £2.50 per day and were so impressed, that we opted for two further V-R100 units to replace our standalones in our other Rhubarb & Custard cafes."

CardSave pre-populated each unit with a customised menu driven by prompt screens, so that on arrival, Rhubarb and Custard were able to use the tills straight out of the box. Sitting neatly on the café counters, the V-R100 is tough, slick and modern, offering a compact base size but with a large 10.4 inch LCD screen and highly sensitive touch-panel functionality. Proven to withstand the inevitable spills, moisture and heat exposure from the hospitality environment, customers can view each transaction through the large rear facing customer display window with staff seamlessly entering items through the menu screens, totalling up each transaction with confident accuracy and offering a choice of card payment options.

Marian continues. *"With the best will in the world, when you are manually inputting transactions from a standalone cash register, mistakes inevitably occur and it is frequently difficult to reconcile the takings at the end of each day. With the Casio V-R100 in place, we are now confident that the correct prices are charged per item, and specials and promotions are enabled quickly, right across the café chain. We also have access to full sales history, recorded by date, time and server. This level of accuracy is of paramount importance in a small business environment, not just for till reconciliation which is now to the penny, but also in easing the audit trail for company accounts each month."*

It's not just accurate reconciliation that attracts restaurants like Rhubarb and Custard to the V-R100; underneath the small counter footprint are pre-installed software sets that deliver management information on sales, customers and order handling. Additionally, it provides connectivity to the entire Android application platform, so Marian knows that she can flexibly grow the system, adding hospitality focused applications as needed, covering everything from stock control analysis to forward projection planning based on historical consumption levels.

With a low daily cost outlay, further efficiencies to the bottom line are made when energy savings are considered. The Casio V-R100 demonstrates significant energy savings of typically 65% against the previous standalone cash registers used in the Lee cafe and, importantly 85%, demonstrable savings against traditional EPoS systems.

In terms of marketing and expansion, Rhubarb & Custard have made inroads into social networking creating a decent Facebook community and Marian sees potential to use

the VR-100's customer management application to create customer lists to send emails marketing the cafes' to existing and new members of the Leisure Centre. *"There is a whole host of functionality through the Casio solution and online applications that we are only just beginning to capitalise on, including updating social networking sites directly from the V-R100. Not every user of the Leisure Centre stops regularly at our cafés; we can now use the email facility to entice them to give us a try. We will also be able to reward our regular customers with loyalty schemes in the future."*

Now the proud, but exceptionally busy, owner of multiple sites, Marian allocates her time between premises and values the management overview capabilities that the Casio V-R100 offers: *"I can now see each cafes' transactional details and pull reports on sales from anywhere - home, mobile, or in any café, in real time, enabling me to make useful, accurate and quick business decisions on orders, stock and staffing. In the future, I can set up the system to send automated emails at given times to tell me about operating status. Now that is truly flexible expansion for Rhubarb and Custard."*

Follow the healthy progress of Marian and the dedicated team at Rhubarb and Custard by going on <http://www.rhubarbandcustardcafe.com/> or like their Facebook page. Other retail customers successfully using the Casio's V-R100 can be found at <http://www.casio.co.uk/products/integrated-epos-solutions/case-studies/>.

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

T: 0208 450 9131 | E: eposstudy@casio.co.uk | W: www.casio.co.uk/eposstudy

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