

WORKING AT THE CUTTING EDGE OF TECHNOLOGY

Fish & Chips have been around since the times of Charles Dickens, and presumably the author of „Oliver Twist“, the indirect source of the name, „Olley's“, would have been a regular customer in this quaint little restaurant in South London. The owner, Harry, together with his twelve staff, attends personally to the well-being of the customers – always in good a good mood, always relaxed. There is a reason for this: „In the past, the waiters took the orders and then queued for ages at the cash registers while other customers had to wait for service. It was ridiculous - so much valuable time was lost like this. Today we use Orderman, which makes the entire procedure much more flexible and effective.“

An extra coffee goes down well

According to Harry, at least 25% of the procedure has changed as a result of Orderman. „Everything is so much simpler - the order is in the kitchen with a single click. The waiters have time to devote to the customers while the drinks are being prepared and served in the meantime. Of course we still use notepads and pencils, but only for taking down telephone numbers“, laughs



„The best fish and chips in London“ are served at Olleys – that’s not a simple opinion but what the Seafish Authority concluded, and honoured it with an award two years in a row. The secret recipe for their success? A cosy 19th century atmosphere created by the design, combined with the culinary refinement of the 21st century? Perhaps. But certainly all-round perfect service.

the restaurateur. He also finds the upselling possibilities particularly advantageous: If the waiter is out among the customers, an extra coffee or another glass of wine can quickly be ordered.

„No ticket, no food“

However, the increase in consumption is not the only reason for the increase in turnover that Harry has been achieving since introducing Orderman

five years ago. „Although my eatery has always been very well patronised, money was not going into my pocket.“ The reason why emerged when implementing Orderman: „A number of the staff did not want to work with the handhelds and resigned. Orderman enables checking the orders – no ticket, no food out of the kitchen – and consequently staff fraud is prevented“, the restaurateur explains.

„The investment pays for itself very quickly“

And how did the rest of the staff

react? „The majority were very excited. They now feel like a valuable part of the organisation and are proud to be working at the cutting edge of technology“, Harry describes the reaction of his employees and adds: „After two days every-

„At first sight, the purchase of the handhelds was a major investment – but it already paid for itself within a year.“

one was fully familiarised with the handhelds.“ Today no one can imagine working without Orderman any more. „I started with a takeaway in 1987; the restaurant followed in 1998. The 70 seats are continuously occupied, particularly in the evenings. That needs a clear structure“, says Harry. Would he choose Orderman again? „At first sight, the purchase of the handhelds was a major investment – but it already paid for itself within a year. Integration with an existing cash register is no problem at all, especially not if, like me, you have the competent support of Casio to fall back on. I can only recommend Orderman to everyone; at any rate, I wouldn't want to do without it ever again!“

Olleys Fish Experience

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