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IT'S APPI DAYS FOR BE AT ONE AND ZONAL

Leading cocktail bar group, Be At One, has 'shaken up' its award winning smartphone app, with new features that enables guests to upload credit and speed up payment at the bar.

The app – developed by the digital agency TXD, which is part of Zonal Retail Data Systems – has integrated with PayPal to utilise payment and ultimately help deliver customer satisfaction and loyalty.

Whilst retaining popular offers such as Appi Hour, a personalised happy hour and Be Appventurous, a daily £5 cocktail deal, the updated app has new features such as Appi Hour Extra, which allows guests to gain an extra 15 minutes of Appi Hour if they share their Be At One experience on Facebook or Twitter.

The latest generation Be At One app, hotly follows the company scooping the coveted Brand Republic Best Mobile category at last week's award ceremony. Up against stiff competition, this is the fourth award for Be At One's app.

Marketing Manager, Sarah Swaysland, said: "Our award winning app is proving to be a big hit with our customers, but we don't want to rest on our laurels. We need to be one step ahead of our guests and meet their growing demand for cashless payment options, so they can budget and have a great night in our bars with their friends.

"With TXD's support we have been able to introduce payment via the app, helping speed up the process which means our guests can spend more time with their friends instead of waiting at the bar to pay. With the extra incentive of social sharing in exchange for extra Appi Hour, our fans will also be able to engage with us more often and more effectively."

The app launched in its original form in 2011, but acted as little more than a mobile website for the company, which then had 12 bars. In February 2012, Appi Hour was launched to allow guests to access their own personalised happy hour where they can get two cocktails for £9.50 after the regular happy hour has finished. This revolutionised the way guests used the app and as a result, the app has had over 50,000 downloads on iOS alone.

Be Appventurous was launched in August 2012 and allows guests to try one new cocktail every day for just £5 using a cocktail randomizer which picks a potential new favourite from the 200+- strong cocktail list.

Zonal's chief executive Stuart McLean said: "Be At One's app hits the spot with its loyal customers and our team at TXD has built on the very best features to meet growing consumer demand for speedier, cashless payment options.

"By understanding and responding to its guests' habits, Be At One has enjoyed steady growth and is not afraid to invest in solutions that are not only fun and engaging but provide practical solutions to make the guest experience the very best it can be."

What makes Be At One different from other cocktail bars is its focus on the holy trinity of fantastic cocktails, served by friendly staff in an excellent atmosphere. Be At One only employs full-time staff who have great personalities and a passion for excellent service.

Be At One now has 26 bars with 18 located in London and further sites in Bath, Bristol, Brighton, Cardiff, Leeds, Milton Keynes, Oxford and Reading. To download the app, go to www.beatone.co.uk/app.

TXD Digital Marketing is a digital agency specialising in delivering campaigns across mobile, email and the web. It is part of Zonal Retail Data Systems, the leading provider of integrated hospitality management solutions to over 8,000 leisure and hospitality businesses across the UK.

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