



PRESS INFORMATION

18 April 2017

Zonal is the intelligent choice for SA Brain

Welsh brewer, pub, hotel and coffee shop retailer SA Brain has completed the rollout of new Zonal technology in its 110 managed houses.

The installation of Zonal's core Aztec EPoS software took just three months to complete and follows on from the rollout last year of 73 Coffee#1 shops. The technology is fully integrated and encompasses loyalty programmes, Feed It Back guest feedback and gift cards. In addition, 57 sites have also gone live with Zonal's handheld, digital order pad, iServe.

SA Brain's IT & Hospitality Manager, Steve Hicks, said: "If you had told me at the start of this journey that we would have achieved a total of 183 installations without a hitch or single failure, then I would have laughed. But all credit to Zonal, thanks to their knowledge, expertise and support that's exactly what has been achieved, and we look forward to building on this partnership over the coming months and years."

SA Brain is also piloting [Zonal's Kitchen iQ](#), which is expected to be deployed into more sites later this year.

Zonal's sales and marketing director Clive Consterdine said: "It has been a pleasure to work with the SA Brain team who have embraced the new technology and the training that we have provided, which has helped make this such a smooth and successful transition."

Zonal's award winning iServe provides front of house teams with access to Aztec EPoS functionality on an iPod or iPad from anywhere in a venue. Team members can take orders, print and process payments immediately, enhancing the customer journey and minimising mistakes.

Kitchen iQ is a kitchen and service management solution that also integrates with Aztec, to complete Zonal's unique service tool chain. It provides visible information to kitchen and service staff through real-time reporting on order, prep and wait times at site and estate level.

"The feedback from our teams has been really positive; they now have the tools they need to deliver a fantastic experience to our customers, so they return and recommend us to their family and friends," concluded Steve.

Zonal Retail Data Systems is the leading provider of integrated hospitality management solutions to over 9,000 leisure and hospitality businesses across the UK. For over 37 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

ENDS

Issued by Limegreen Communications on behalf of Zonal Retail Data Systems

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