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ORDER & PAY APP-EALS TO THE STABLE'S CUSTOMERS

It's smiles all round at Fuller's owned The Stable, pizza restaurant and cider bar, as its mobile app has proved a big hit with customers.

Developed by Zonal's Marketing Technologies division, the app is available in all 17 Stable restaurants and has had more than 11,000 downloads since it went live six months ago, receiving 4.7 stars out of 5 in Apple's App Store.

The app also gets the thumbs up from The Stable employees as queue management has improved, helping to reduce the stress of serving a crowded bar. In turn, this has seen customer satisfaction levels soar, ultimately delivering a consistent upturn in sales of up to 9%.

The Stable's operations director, David Gough, said: "The app's popularity has exceeded our expectations. Our regular customers know what they want and are keen to beat the queues during busy periods, so they love the app for its ease of use and speed of service. However, what has been surprising is the complete mixture of ages and types of people using the app, which ranges from young people, to families and pensioners!"

The app has been cleanly designed and is simple to navigate with the option to view menus, [order and pay for food and drinks from the comfort of their seats](#); book a table; access tasting notes for The Stable's extensive list of ciders, with the opportunity to rate them; select music through an in-app Jukebox and guest experience feedback.

"Introducing an app has proved to be a fantastic business decision and working with Zonal's order and pay platform has made the process easier and more cost effective than we initially imagined. The demand is definitely there for order and pay apps and is fast becoming a consumer expectation when going out for food and drink."

Zonal has seen a 400% increase in enquiries over the past year from bar and restaurant groups looking to develop their own order and pay mobile apps. Zonal is the UK's leading provider of integrated hospitality management solutions to over 16,000 leisure and hospitality businesses across the UK.

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