

DRINK +DINE



CUSTOMER CASE STUDY: THE OLD NAGS HEAD, EDALE - DERBYSHIRE

The Old Nags Head is a low-ceilinged, stone-built, traditional country inn situated in a building dating back to 1577. Sitting as the official start of The Pennine Way in the Peak District, the pub is filled with plenty of authentic character and charm.



How did you find the set up?

We found the set up extremely easy. It's quite a simple layout which is what you want, and not complicated at all for myself or the team. Plus, Camille in the LWC e-commerce team was so helpful and at the end of a phone if we needed help with anything.

How have staff found the move to the new technology?

The team have found it very easy to use. Of course, there were initial concerns for us all in moving to this sort of technology, but everyone is happy. We took a bold move by having it installed on a Thursday ready for the weekend but it went very well.

How have your customers adapted to using it?

Customers have adapted a lot easier than we thought they would. We were slightly worried about the older generation, but surprisingly they were easily able to use it as it's quite simple.

How has the solution supported your business in managing the current restrictions?

This solution has without a doubt helped us. Since the government brought in the table service only regulations this has been a great help. Without it we would have without a doubt either had to hire more staff to be able to cope, or limited the number of customers, which is what no one wants. This way we've been able to have the same number of customers, less staff and been able to spend time with customers and given check backs.

Has the solution helped your business in any other ways? If so, how?

Yes it has. As customers can now sit and browse our products with no queuing at the bar they are ordering more than what they would have previously. For example, bar snacks, starters and desserts are selling better than ever before.

Are you pleased you adopted the new technology?

Yes, extremely pleased and we are now app only, with a few exceptions. We were all rather sceptical to start with but really shouldn't have worried at all. It has been a godsend.