Creating better employee and guest experiences through PAR PixelPoint® and CBE.

Established in 1968, The Louis Fitzgerald Group operates several of Ireland's best known pubs and bars including the Quays pubs in Temple Bar, Stag's Head, Kehoes, and the Big Tree in Dublin. The Group is Ireland's largest hospitality group, employing over 800 team members in locations across Dublin, Kildare, and Galway. The Fitzgerald Group's portfolio includes 15 pubs, three hotels, and seven off-licences.

From left: CBE Area Sales Manager Michael Gaughan with Eddie Fitzgerald, Fitzgerald Group at The Old Mill Pub in Tallaght.

solution overview

✓ **POS Software:** PAR PixelPoint®

✓ **POS Hardware:** CBE / FEC

✓ **Installation Services:** CBE

✓ **Maintenance Services:** CBE

The Fitzgerald Group's most significant challenge was developing a streamlined system for inventory management to ultimately better serve employees and customers, with focus on speed of service. Traditionally, the Group would have used analogue EPoS tills throughout the organization, requiring price changes to be manually updated. The antiquated process was time-consuming and inefficient.

A thorough work-study was completed on the requirements of The Louis Fitzgerald Group. This audit determined a need for a system that could consolidate data from multiple sites and provide access to near real-time metrics. This identified void left management unable to quickly react to urgent business needs and delayed decision-making.

The Fitzgerald Group had arrived at a juncture where a complete IT infrastructure was required to better support sustainability, scalability, and operations. As a result, an EPoS company was sought that held capabilities and experience in installing comprehensive systems, training staff on functionality, while providing quality service and timely support.

solution

"We carried out a thorough work-study on the requirements of The Louis Fitzgerald Group and concluded that the PAR PixelPoint® POS solution was the best fit for their needs." says Michael Gaughan, CBE's Area Sales Manager in Dublin. For example, the PAR PixelPoint® solution answered the Group's need for an EPoS system that offered reliability, service, futureproofing, ease-of-use and the need to have this service from an organization with experience and professionalism at its core.

CBE has deployed the PAR PixelPoint® solution at three Fitzgerald Group locations, with the remaining sites to be implemented in the coming months.

Eddie Fitzgerald commented, "In terms of automation, staff now have access to make sales from any area within the premise and are not confined to just one area. They can walk anywhere in the outlet and work remotely without having to interact directly with the kitchen and bar staff."

Keeping future customer needs and trends in mind, the PAR PixelPoint® solution will be able to easily adapt and support The Louis Fitzgerald Group operations in greater ways as business develops and evolves.

benefits

Automation. Robustness. Reliability. Flexibility. Performance Capabilities. Terms used by The Louis Fitzgerald Group to describe what they like most about the PAR PixelPoint® solution. They've also experienced significant labor savings and financial benefit through tighter controls. In-depth analysis of sales data has contributed to quicker turnaround time for key business decisions. The Fitzgerald Group looks to continue its success with focus on employees and customers as they develop other aspects of the business with the help of PAR PixelPoint® and CBE.

"We're absolutely delighted with the service and support provided by PAR and CBE from initial meetings right through to the install, which was incredibly smooth. Of all the installations we've had throughout the years - and we've had a few – the install from CBE was by far the smoothest. We're incredibly happy to have partnered with PAR and CBE. Tills have been networked to the Head Office for seven or eight years now, but the level of expertise that PAR and CBE have brought has enabled us to streamline that."

Eddie Fitzgerald, The Fitzgerald Group

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