



ResV5 Case Study

Fifteen London | June 2007

Fifteen set to grow with QuadraNet Systems

Founded in 2002 to give disadvantaged young people a chance to gain professional training that would set them up for an independent, inspired and productive life, The Fifteen Foundation has enjoyed incredible success. With its fourth restaurant, Fifteen Cornwall, recently celebrating its first birthday, and several more locations in the pipeline, Fifteen continues to change the lives of young apprentices around the world.

It was with the opening of Fifteen Cornwall in 2006 that QuadraNet Systems came into the picture. Because the new team at Fifteen Cornwall had worked at some of the country's top restaurants, many of them had used QuadraNet in the past. So when the time came to select a reliable IT partner that could deliver high-end solutions without vast expense, QuadraNet was the perfect choice.

And was the Cornwall install successful...? Six months later Fifteen London replaced its existing systems with QuadraNet Res and EPoS.

The main reasons for this decision – integration, centralisation, back office sophistication and value for money.

Fifteen understand the value of accurate information, which is why they were looking for a fully integrated reservation, point of sale and back office system. With QuadraNet Res and EPoS working together, Fifteen can now pull off detailed reservation and sales reports and overviews, send professional, fully automated booking confirmations and build up an invaluable database of their customers.

With its enviable reputation, Fifteen London has little trouble attracting customers and filling its tables, but the customer recognition potential offered by QuadraNet Res helps the team to create and maintain the professional and personal touch that you would expect from one of the country's leading restaurants – no matter how many customers they have to seat.

The more information that can be captured quickly, and interrogated intelligently, the better Fifteen understands its customers. This ensures that its marketing activities, both in its existing locations and at its new sites, can be fine-tuned and specifically tailored to meet the needs of its clients and quickly establish the Fifteen name.

With the Fifteen Group set to continue to grow over the next few years, it was also important for them to select a reservations management system that had the potential to grow and develop as fast as they did.

"If we open seven, eight or nine restaurants and we want to centralise reservations and point of sale reporting, we have that option."

Now that the Fifteen business model has been well and truly proven, the group is keen to ensure that it builds strong relationships with long-term suppliers. The intention is therefore to use QuadraNet Systems in all new sites as they roll out. As a group, Fifteen will then have the ability to have an up-to-the-minute overview of every restaurant from London – essential for maintaining the strong sense of individual identity and drive synonymous with the Fifteen brand.



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reservations | point of sale | stock

Another area where QuadraNet Res has helped Fifteen streamline operations is online. With real-time reservations integrated seamlessly into the booking database, QuadraNet Res can be trusted to manage all internet enquiries.

"Getting reservations isn't hard but what it allows us to do is to manage a higher number of enquires at any one time. In Cornwall they only have a small reservations team and a high number of the bookings is taken online. In London there is a much larger team because everything is through the telephone. Once London is online we will be able to reduce the size of the reservations team so they can work on other projects."

Of course, for a system to be truly effective in an environment as demanding and dynamic as the restaurant industry, power and sophistication must always be driven by simplicity. If a system is not easy to use then, no matter how clever it is, people won't use it and you'll never get the data you want from it. With staff turnover also a major issue within the industry, constant training can also be a real headache. Fortunately, because QuadraNet Res has been developed, and continues to develop, with the invaluable help of restaurants like Fifteen London, it has been designed purely with the restaurateur, and their staff, in mind.

"It's really user friendly and does what it says on the box... you get good information back from it. It's great"

For further information on Fifteen, please visit www.fifteen.net.

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or call 01628 472999.**