

# BOWLAND BEER HALL CHOOSES OUTSTANDING ORDERMAN SERVICE!



**Holmes Mill is home to the longest bar in Britain. Thanks to electronic tableside ordering with the NCR Orderman7, every guest enjoys an outstanding customer experience.**

A former textile mill in Clitheroe, northwest of Manchester, has been brought back to life in an extraordinary way. Holmes Mill recently became home to Bowland Beer Hall, the fabulous new showcase and tasting parlor for Bowland Brewery. It is quite possibly the longest bar in Britain and with a minimum of 24 cask ales available at one time, guests are spoiled for choice. Once finished, this original food, drink and leisure hub will also include a 30-bedroom hotel, gym, pool, spa and a food hall featuring the area's delicious local produce. There is a huge service area to cover inside Holmes



Mill, which makes electronic table side ordering essential to providing an extraordinary customer experience. This is why Bowland Beer Hall chose to equip staff with four NCR Orderman7 handheld ordering devices. Our partner North West Business Machines introduced this revolutionary new generation of NCR Orderman handhelds to Andrew Bailey, the Operations Director of Holmes Mill, who was enthusiastic about the product straight away. He stated that they had tried a tablet based solution at one of their other sites, but soon came to the conclusion that the robust construction and extensive battery life of

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# Why NCR Orderman?

Orderman GmbH is part of the global NCR Corporation. With its premium products, the Salzburg-based company is the leading provider of technology solutions for the European hospitality industry. Handhelds, POS systems and services made by Orderman are used worldwide in more than 55,000 restaurants. Innovative technology combined

with a unique user experience and an emotionally strong design have made Orderman a global leader and a synonym for mobile technology in the hospitality industry. Every day some 25 additional restaurants choose Orderman systems. For additional information, go to <http://www.orderman.com>

the NCR Orderman7 would be much more suitable for a fast paced operation that is open 12 hours a day and has hard stone floors. "Handheld ordering with the Orderman7 has been a great addition to the business. Overall, it has made us a much slicker operation. It has saved us lots of time, improved our sales and at the same time, reduced our wastage. We have had our Orderman7 devices in constant use and have found them to be very robust and absolutely reliable", says Mr. Bailey.



The most important thing to any customer when visiting a hospitality establishment is outstanding service and an excellent offering in an inviting environment. Table side ordering ensures faster,

more personal service and gives staff additional time to spend with customers. Therefore, there is also a greater opportunity for upselling and



suggesting extras, as the waiting staff has no reason to leave the sales floor. Further, taking orders with the NCR Orderman7 greatly reduces the risk of making mistakes, as the order is placed there and then. Unlike smartphone and tablet solutions, NCR Orderman hardware is especially designed for use in a demanding restaurant environment. It offers a reliable, durable, secure and easy to use system that is ideal for any hospitality business looking to become more successful based on improving their quality of service.

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