

## Haulfryn Group



### Haulfryn appoints Zonal to design EPoS solution

When premium holiday park company Haulfryn appointed Zonal to design an [EPoS solution](#) for its bars, restaurants and shops, it soon realised the technology could do far more to improve efficiency across the whole business and generate new revenue streams.

Haulfryn operates 34 exclusive holiday and residential parks throughout Wales and the South of England, many of which have won awards for the quality of their accommodation and service. The company was looking for a front-of-house EPoS system to manage retail sales on its parks and share sales data easily with the company's Microsoft NAV accounting package. But as well as making transactions and stock-taking easier, eliminating the need to double or triple-key sales information into head-office systems and improving the quality and timeliness of reporting information received by the parks' food and beverage managers, the company is now using Zonal's technology to underpin its long-term growth.

Steve Lattimore, Haulfryn's IT Implementation Project Manager, explains: "We quickly saw that there was much more capability in Zonal's system that we weren't yet using; tools that would improve the way we worked and help us to understand our business in ways that could make a real difference to our bottom line."

### Merchandising and marketing

The company began using the system to analyse retail sales, in order to gauge which areas of its stocking and marketing strategy were working

"Zonal's technology allows us to see exactly where our cash is coming from, so we can understand without any ambiguity which events, guest ales or new premium products work and which need to be removed, revised, or marketed more heavily," says Steve.

"This level of control is great for our business because it allows us to make quick decisions that improve our business based on clear, accurate, up to the minute information."

### Leisure

Zonal's system is also helping Haulfryn to manage its thriving leisure business, which offers customers a range of activities including white water rafting, canoeing and cycling as part of the Hoseasons Go Active scheme.

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"Our leisure business is set to benefit significantly from the technology," explains Steve.

"Not only will it allow customers to book sessions and plan their trip from our website before they arrive, but it will also enable us to create staff rotas that reflect demand, so we're never over or under-staffed, and that is great for cost-efficiency."

"Zonal works for our business because of its ongoing investment in evolving its solutions and continual commitment to embrace modern technology to help companies like Haulfryn operate more efficiently and harness new revenue streams," he adds.