

Trent Bridge



TRENT BRIDGE IS BOWLED OVER BY ZONAL

Historic Nottinghamshire County Cricket Club, based at [Trent Bridge](#), has brought its technology bang up to date with a £60,000 investment in Zonal's EPoS system, which is set to give the venue payback within two years.

With more than 17,000 visitors through its doors at peak times, the Club was looking for an intelligent system to replace its old tills.

Hospitality is a key part of the Trent Bridge offer, from matchday food and drink to corporate hospitality and large event catering, but until now, the venue had 40 tills that were not networked, so sales reporting and keeping track of stock was cumbersome and difficult.

Since then, a total of 30 Aztec EPoS systems have been installed throughout the ground, hosting a collection of applications, ranging from finance and people management through to stock and promotions, that helps operators to run an efficient and profitable business.

General manager of catering at Trent Bridge, Jason Hollingworth, said:

“Our old system was no longer fit for purpose, but Zonal came forward with the solution with its Aztec EPoS and integrated business modules – and we haven't been disappointed.

“The system is intuitive and, with the vast majority of our 225 full and part-time staff in the hospitality team familiar with Aztec, so minimal training has been required.

“The quality of the reporting is excellent, giving us detailed and timely reports, with up-to-the-minute performance data. As a result, we have made savings on better stock management, and menu changes and pricing have never been easier.

“Ultimately, the service we offer our visitors has improved, and that has to be a good thing.”

Trent Bridge's solution includes Zonal's payment system ([ZPS](#)), with integrated chip and pin and contactless functionality, including Apple Pay technology.

It simplifies the payment process and enables retailers to turn customers faster, streamline processes, reduce operating costs and maximise revenue potential.

Hollingworth added:

“Previously, we couldn't even take card payments, but, being a top-flight sporting venue our customers were rightly demanding a speedier, better experience and now we are on trend.

“We are advertising the new service and expect that we will very soon be a 50:50 cash / card business, which is great news for everyone, as we can serve more people, quicker.”

Trent Bridge has been so impressed by Zonal's technology that the ground is looking to build on its commitment by installing iServe, Zonal's handheld order pad, and its kitchen management system, Kitchen iQ.

These additional modules, that fully integrate with Aztec, will form part of the ground's £7million media broadcast facilities and hospitality catering suite that are under construction at the Radcliffe Road Stand end of the ground, due for completion in April.

“The new suite currently under construction promises to transform our hospitality offer at Trent Bridge and will include a high end, 70-seater restaurant,” said Hollingworth.

“We need to be able to offer a seamless service and Zonal's technology, which is robust and reliable, will help us achieve that from taking the orders front of house, to fulfilling the orders in the kitchen, to payment and keeping track of sales and stock availability.”