

The Tevalis logo, featuring a stylized grid of dots to the left of the word "tevalis" in a lowercase, sans-serif font.

Motorway service areas that celebrate real food and exceptional produce: the Tevalis and Westmorland partnership

Westmorland cook real food and sell exceptional produce in motorway service areas that celebrate place and craft. A family business, started in 1972 from its farm in Cumbria, which runs unique motorway service areas – Tebay, Gloucester and Cairn Lodge – based on no franchises but instead its own Farmshops and Kitchens. Westmorland also have Junction 38, a service dedicated to HGV drivers, Rheged, a meeting place, Cafe, Gallery and Cinema, and the Westmorland Hotel situated on the edge of the Lake District.

Requirements

Expanding quickly, the Westmorland Family sought to sustain its ongoing growth whilst ensuring high-quality customer service across all sites. Each site offers freshly cooked food made from locally sourced produce: visitors can either sit and eat at one of their kitchens or purchase food and drinks to take away from their quick kitchens.

With multiple sites, numerous F&B areas, and varying operational requirements, Westmorland needed comprehensive hospitality technology that had the capacity to adapt and grow alongside the business. They recognised that the system in place was outdated.

“We offer something for everyone: quick kitchens for our takeaways, the kitchens for the general sit-down restaurant, and our farm shops. We have no franchises,” explains Jon Lees, Head of Technology at Westmorland Ltd.

“We are ever-growing so we needed to embrace new technology and new partnerships. We had issues with our previous system: it was outdated and couldn’t be updated for our current and future ways of operating. We didn’t want to be left behind as we want to enhance and offer our customers more.”

Why Tevalis?

Ever-changing market conditions and customer expectations meant Westmorland had to focus on finding the best hospitality solutions for its business model, with continued growth as another key objective. Business performance data and reporting were integral areas of improvement for the management team.

Crucial functionalities for the new EPOS system included: in-depth reporting to give insight into business performance estate-wide, powerful integrations with important platforms, and technology that was overall fast, adaptable, and flexible.

“We started to approach the market and attended some shows: Tevalis came across young, modern, and they listened. They had an answer to each of our questions and knew what they were talking about. Tevalis offered a fast, efficient and capable ecosystem. On top of that, the added benefits of a kitchen management system and kiosks were a real bonus for us, as well as the integrations with partners.”

Jon continues: “the kiosks were the main driver for the system. The main focus was on being able to offer our imagery, our flow and how that fits in with the business. The key thing was how the kiosks integrated seamlessly with the tills on the kitchen management system, making the offer seamless.”



“The Tevalis team has been excellent. With Tevalis’ help throughout the entire project, it’s been fantastic. I would certainly recommend them to other people looking for an EPOS partner.”

The Tevalis Solution

Initially, Westmorland wanted to focus on upgrading their hospitality technology in their Gloucester services with big plans to roll out their complete Tevalis Ecosystem to the rest of the family in the near future. Thorough consultations and planning meetings were had to ensure all systems worked effortlessly with their business model, with a focus on the self-service kiosks and quick service elements.

On-Premise hardware requirements included 4 EPOS touchscreen terminals, 4 bespoke kiosks with Westmorland branding and imagery, and 4 kitchen management systems at their Gloucester site, all seamlessly communicating to maximise efficiency and profitability.

“All orders, whether done on the till or at the kiosk, are processed, payments are made, and then the information is passed through a kitchen management system so that colleagues know what coffees to make and what food to prepare in the kitchen and then present it to the order on the collection screen.”

This custom-developed process creates an effortless

customer journey for visitors to Westmorland’s services, and benefits the staff by busting queues and reducing potential errors from paper tickets. For Jon, the data provided by the ordering and kitchen management solutions sent directly to the Tevalis Business Analytics module empower his analyses and monitoring of the business.

“We could have seven coaches arrive at once at any time: having the kiosks where the customers can serve themselves but still have face-to-face service at the counter is a massive benefit, especially for business analytics. For me, it’s a key part of the Tevalis journey. It’s allowing me to focus on the percentage of sales against the kiosks versus the tills and also to see the customer’s journey, what they’re ordering, product types, all registered within the business analytics module.”

Their systems are also seamlessly integrated with Saffron for precise stock management, Paymentsense for swift and easy payments, Mr Yum for effortless order and pay options, and Como for an intuitive loyalty platform.

Benefits

The Westmorland Family now have a comprehensive digital hospitality landscape with the flexibility, scalability, and agility needed for the planned rollout across all sites, innovating their operations, serving their customers with speed, and maximising revenue on their locally sourced products.

Jon describes some of the benefits his teams are already experiencing:

“One of the key benefits of Tevalis is the integrations. We use Saffron as a stock control system, which they interface into, as well as the payment terminals using Paymentsense.”

“Reporting for business is massive: without it, you can’t plan or structure and lead your business where you want to go. Tevalis’ reporting suite is fantastic. Not only is there a plethora of reports available, but they can also

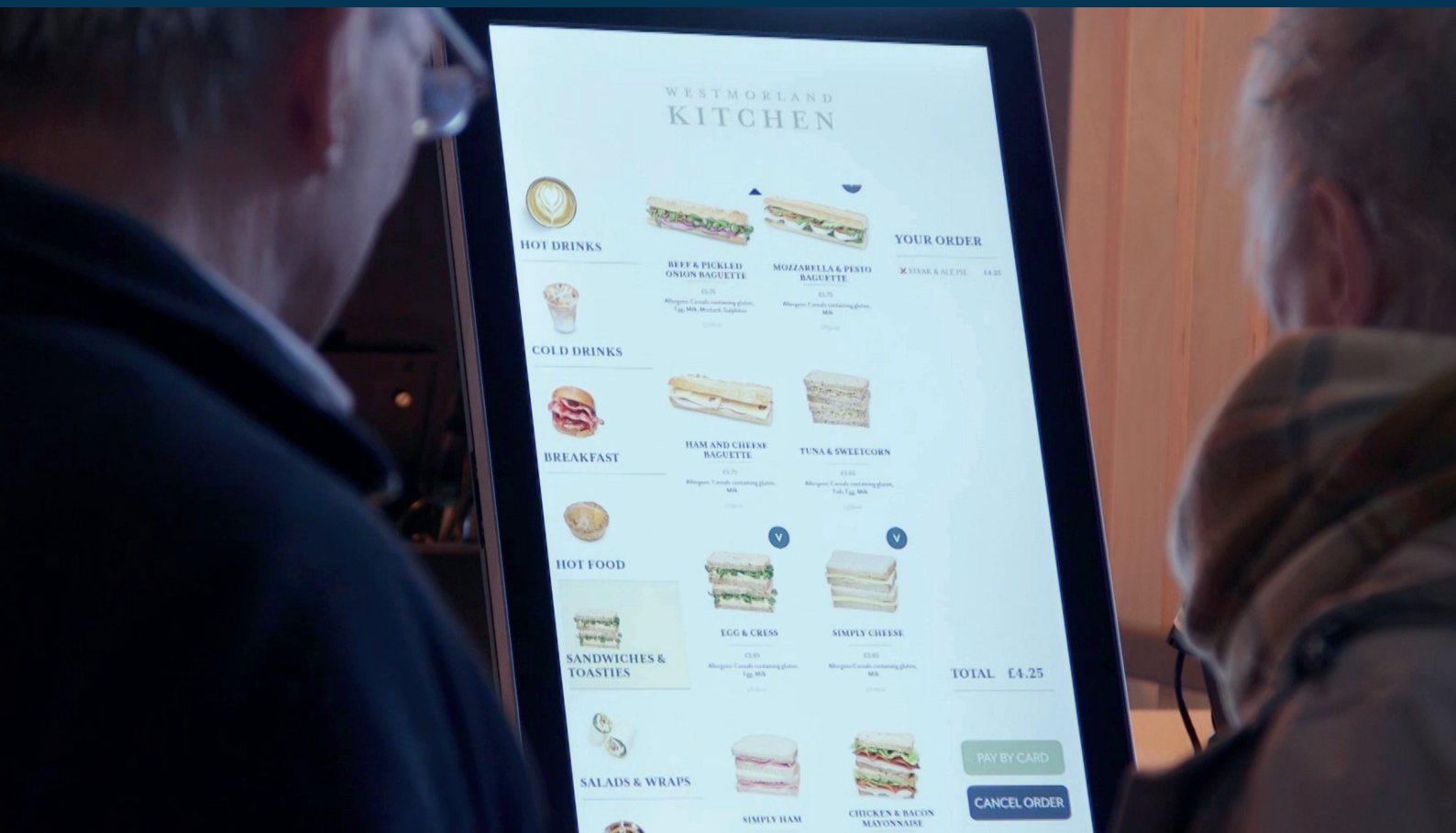
bespoke develop some for you. One of the main key benefits compared to our legacy system is having live information. So at any point, we can log in and see what our current sales are, right here, right now.”

Alongside the improved processes for management, their feature-rich kiosks and kitchen management systems provide a newly streamlined customer journey.

“The customer experience to us is key. Running a motorway service area, we are extremely busy all the time and being able to allow our customers that speed of service is the key to our business,” explains Jon.

“The Tevalis team has been excellent. With Tevalis’ help throughout the entire project, it’s been fantastic. I would certainly recommend them to other people looking for an EPOS partner, not just for the functionality they can offer but for the integrations as well. I’m really excited about what the future can bring.”

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Featured Clients

At Tevalis, we pride ourselves on dedication and commitment to all of our clients, whether you're an entertainment venue, group chain of casual dining restaurants or an independent bar. We believe in working with all of our clients in true partnership and are very proud of the fact that regardless of whether the business is a global brand, small enterprise or an individual person, we always provide a professional and committed service, satisfying the varying requirements and budgets of all customers.



About Tevalis

Tevalis are an award-winning EPOS, Enterprise and Integrated technology solutions provider to the global hospitality industry. Our approach is to provide each client with a 360 fully connected ecosystem of technology that is tailored to their specific business operation. We do this by providing an evolving product set of on-premise, enterprise and integrated software technology solutions allowing our 3000+ global clients to digitally transform their operations through our flexible powerful systems that meet their requirements now and in the future. With more than 8,500 systems installed globally we are a trusted partner.

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