



Tevalis and St. Andrew's Links are celebrating over 600 years of golf and decades of hospitality innovation

Known worldwide as the 'home of golf', St. Andrew's Links has been an established golf course for over 600 years. Hosting sporting icons and celebrities, including Jack Nicklaus, Rory McIlroy, Barack Obama, and more, across its seven golf courses and world-famous Old Course, this venue is a renowned icon of the much-loved sport.

Requirements

The historic and iconic reputation of St. Andrew's Links attracts thousands of visitors and golfers every year. Whilst this brings in high revenue and footfall, it also generates high expectations of not only the famous courses but also of the hospitality and service provided. With the need to uphold its reputation and meet these expectations, the technology used in the various F&B areas of the club required significant innovation and modernisation.

The high volume of visitors meant that installing new digital hospitality technology had to be entirely seamless with no disruptions to customer service. The EPOS system itself also needed to be easy to use for the front-of-house staff. In addition to these objectives, the management team required an advanced and intuitive management tool for stock-taking, business reporting, and inventory operations, as their traditional methods of stock management were time-consuming and inaccurate.

Dorothy Murphy, Food and Beverage Manager at St. Andrew's Links, explains that: "St. Andrew's Links Trust is a world-renowned institution: it's the home of golf. The prestige that goes with that means that we receive visitors from all over the world with an expectation of excellence in service, and the food and beverage experience makes up part of that."

"In the last 10 years, our business has grown from £750,000 turnover to 2.2 million, and to be using Excel spreadsheets and taking stock on a monthly

basis was extremely time-consuming. At the end of the day, we had no real answers if anything went wrong, if we were over budget, under budget, hit margins or didn't hit margins."

Why Tevalis?

Upgrading their hospitality technology focused on the main objectives of ensuring service excellence across all F&B areas, improved stock management and accurate reporting, and access to essential training and support when necessary for their various teams. Introducing a completely new system also needed to be as smooth as possible, with their staff delivering their high standard of customer service effortlessly.

Key requirements for the home of golf's new technology ecosystem included: reliable and easy-to-use EPOS terminals, an enhanced system for stock management processes that would ultimately provide insight into variances and business performance, accurate and in-depth reporting across all hospitality areas of the business, and a seamlessly delivered project for continued customer service.

Dorothy explains: "I chose Tevalis because they are food and beverage people. They completely understand it, they knew exactly what I was talking about, and from very early on I was comfortable with the people of Tevalis. The teams I work with also felt extremely comfortable with them, but more than that, they knew what we wanted, what we needed, and how we would benefit from taking them on board." business. The key thing was how the kiosks integrated seamlessly with the tills on the kitchen management system, making the offer seamless."



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The Tevalis Solution

Alongside the seven golf courses, St. Andrew's Links is also home to the Tom Morris Bar and Grill, the Rock and Spindle gastropub, and Café Spike, where visitors can enjoy fine or casual dining overlooking fantastic Scottish views.

All technology implemented across the F&B areas needed to communicate efficiently to ensure reporting and stock were accurate throughout the business. Onboarding intuitive integrated platforms was also required to improve the visitors' journey whilst providing additional data to the management team.

User-friendly EPOS was a key requirement for each venue: each area was installed with sleek EPOS terminals that were easily customisable to the needs of the business model and branding, and also simple to quickly learn for the front-of-house staff. An advantage of the new EPOS was the connected stock management module, alongside Centralised Management for simplified interface and menu updating, and Business Analytics for in-depth reporting on business performance.

“Ultimately, we liked the Tevalis system because it has a user-friendly EPOS that is linked with the stock system,” explained Dorothy.

“Every time you sell an item to a customer it automatically gets deducted from stock. This is far more accurate, and we can show people where we might be doing things wrong, where we can be saving money, and we genuinely think we will continue to reap the benefits of achieving a better bottom line across the business.”

Working in conjunction with the new Tevalis EPOS and Enterprise solutions are integrations with industry-leading providers: Planday for comprehensive workforce management, Blue Runner for an intelligent CRM, Resdiary for convenient reservations, and Paymentsense for fast and secure payments. Together, the integrations work with the Tevalis systems to further streamline essential operations and processes.

One key element of the project was the guarantee that the system rollout wouldn't cause any disruption to customer service. Implementing an entire EPOS ecosystem requires attentive project management: Dorothy describes her experience:

“Moving from one system to another should have no change for the customer, and Tevalis were excellent at ensuring this. They set up the training, they were here on-site when we did the swap over so if anything were to go wrong or we get nervous, they were there to hold our hand and make sure that our customers got the same service that they got the previous day.”

Tevalis worked closely with the teams at St. Andrew's Links to ensure the new system was implemented seamlessly and the staff were all confident in using the technology. Dorothy continues: “Tevalis listens to what you want and your requirements. We set up the software with them so it matches our requirements and specifications. That was beneficial to us because we were working with an old system that we were trying to work around it rather than the other way around.”

Benefits

The entire St. Andrew's Links estate now has a comprehensive Tevalis ecosystem installed, with reliable and fast EPOS and intuitive management tools seamlessly communicating and streamlining the F&B operations. The project was delivered successfully with customer service remaining at a high standard and no visitors experiencing delays in their journey. Plus, all the staff at St. Andrews Links received training on the new hospitality solutions with complete confidence in their new systems and functionalities.

Dorothy details some of the benefits from the training received: "Training is key for us. If you don't know how to do something properly, you won't get the most out of it, and Tevalis has been excellent. We had training with my day-to-day servers on the EPOS side of it, and we've had the management and supervisors trained on the back-of-house. It's not just about giving the customer a seamless service, it's about making sure that we know how to work the system to our best benefit."

Working alongside Tevalis has resulted in a valuable and supportive partnership with St. Andrew's Links: "We've worked with various teams and each one has been extremely knowledgeable and helpful, and there is very much a recognised structure within Tevalis for that. The Links Trust prefers to work with people long-term and we have built a trusted relationship with Tevalis," explains Dorothy.

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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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