

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

## Chester Market: Where Tradition Meets Innovation

**Chester Market is a modern traditional market at the heart of Chester, where you can shop local and eat global.**

**Proud winners of the Market Industry Trade Award for Best New Market and Best Interior Design Social Space Award 2023 in the Northern Design Awards.**

### Requirements

Chester Market, a blend of modern and traditional elements, recently relocated to a state-of-the-art facility featuring a diverse array of traders. They transitioned to a turnover rent system for their food traders and required a POS system capable of aggregating traders' data while offering streamlined and dependable payment integration. These services were most important to Chester Market in order to streamline operations and provide a seamless experience for both traders and customers.

The market management wanted to be able to gather and analyse data related to sales, customer behaviour, busy times, slow times, popular commodities, and other relevant information. This data would help them make informed decisions about rent calculations, future planning, opening hours adjustment, and other strategic initiatives.

Chester Market required a POS system with advanced integration capabilities to support possible expansion into both pay-at-table services and off-site deliveries. This functionality was essential to enhance customer convenience and streamline operations.

### Why Tevalis?

Chester Markets chose Tevalis as their preferred POS system for several reasons. One key reason was Tevalis's ability to integrate with table ordering and off-site deliveries. Rob Monaghan, the Strategic Market Manager for Cheshire West and Chester Council, explains, "We looked at a range of different

ancillary things for food and beverage. So that was table ordering, it was looking at the potential for off-site deliveries, and important that we were able to integrate all of those into a system."

Another factor that influenced their decision was Tevalis's data analysis capabilities. The market management team wanted to gather and analyse data related to sales, customer behavior, busy times, slow times, popular commodities, etc. Rob emphasises this requirement by stating, "I want information I can use, what people are buying, when they are buying it, so when we make decisions about opening hours or rent calculation or anything else it's based on evidence." Tevalis's robust data analysis features would enable them to make informed decisions regarding future planning and strategic initiatives

The user-friendliness of the POS system was also a crucial consideration for Chester Market. As Rob states, "Tevalis' user-friendly interface fulfilled our requirements by allowing our inexperienced traders to navigate the system independently."

Flexibility in menu management was crucial for Chester Market. Individual traders required the ability to easily adjust their menus to meet specific needs or accommodate changes in stock availability on an hourly or daily basis, meaning vendors could provide the freshest offerings and maintain high customer satisfaction. Tevalis provided the robust, user-friendly system seamless and efficient menu management, empowering traders to thrive in a dynamic market



“Tevalis provided us with the capability to ensure predictability for both traders and ourselves by determining the rent level for each month. We found that using a POS system was the most straightforward way to achieve this.”



## The Tevalis Solution

Undoubtedly, Chester Market required a comprehensive hospitality ecosystem implemented across their entire site that would grow alongside their business. Their teams quickly recognised Tevalis' flexible and effective approach, and the potential for a lucrative and long-term partnership between themselves and the businesses within Chester Market.

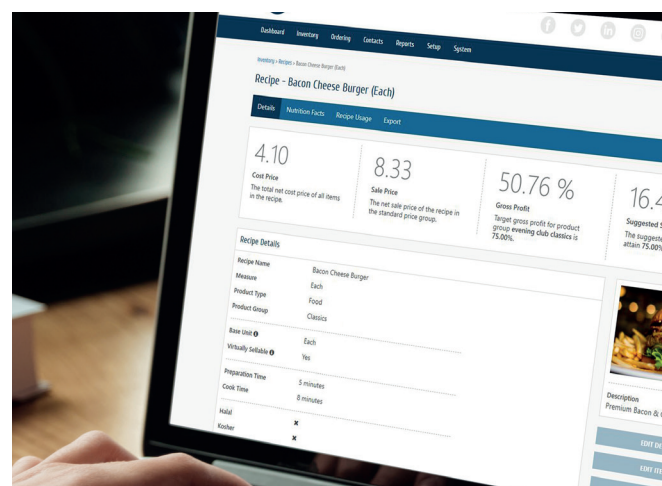
Together, our various teams developed a complete and connected ecosystem. Each business was fitted with user-friendly EPOS terminals, which amounted to 21 in total, and was synced seamlessly with cloud-based management modules Business Analytics, Centralised Management, and Stock Management.

Advanced reporting was a key requirement for the teams at Chester Market. Rob describes his experience with the management tools installed:

“Tevalis gave the ability to take the data we needed for our internal finance department, which is a whole range of data including what times a specific trader was busy and when they're slow, and which commodities sell well and which don't. This data assisted our marketing manager in extrapolating that data for our finance data to help with financial forecasting.”

With their shift to a turnover rent system, the adoption of Tevalis allowed for the precise collation of data regarding busy and slow periods. This data-driven approach enabled the market to analyse trading patterns effectively. Consequently, they could adjust opening times based on real-time insights, optimising operations and enhancing both trader and customer experiences.

Completing Chester Market's tailored ecosystem with Tevalis' industry-leading partner, Dojo. Their teams now utilise Dojo for secure and reliable payments.



## Benefits

Implementation of the new Tevalis ecosystem has brought significant changes to the way the business operates. With vast benefits experienced across the sites and all traders, the opening of a new trader could move forward with confidence in the improved digital strategy.

Chester Market benefits from our robust and reliable EPOS, granular reporting and analytics through intelligent software, and insight into essential business performance data. Further expansions can be planned, onboarding new traders without concerns around the scalability of our technology, meaning focus can be placed on more complex and time-consuming areas.

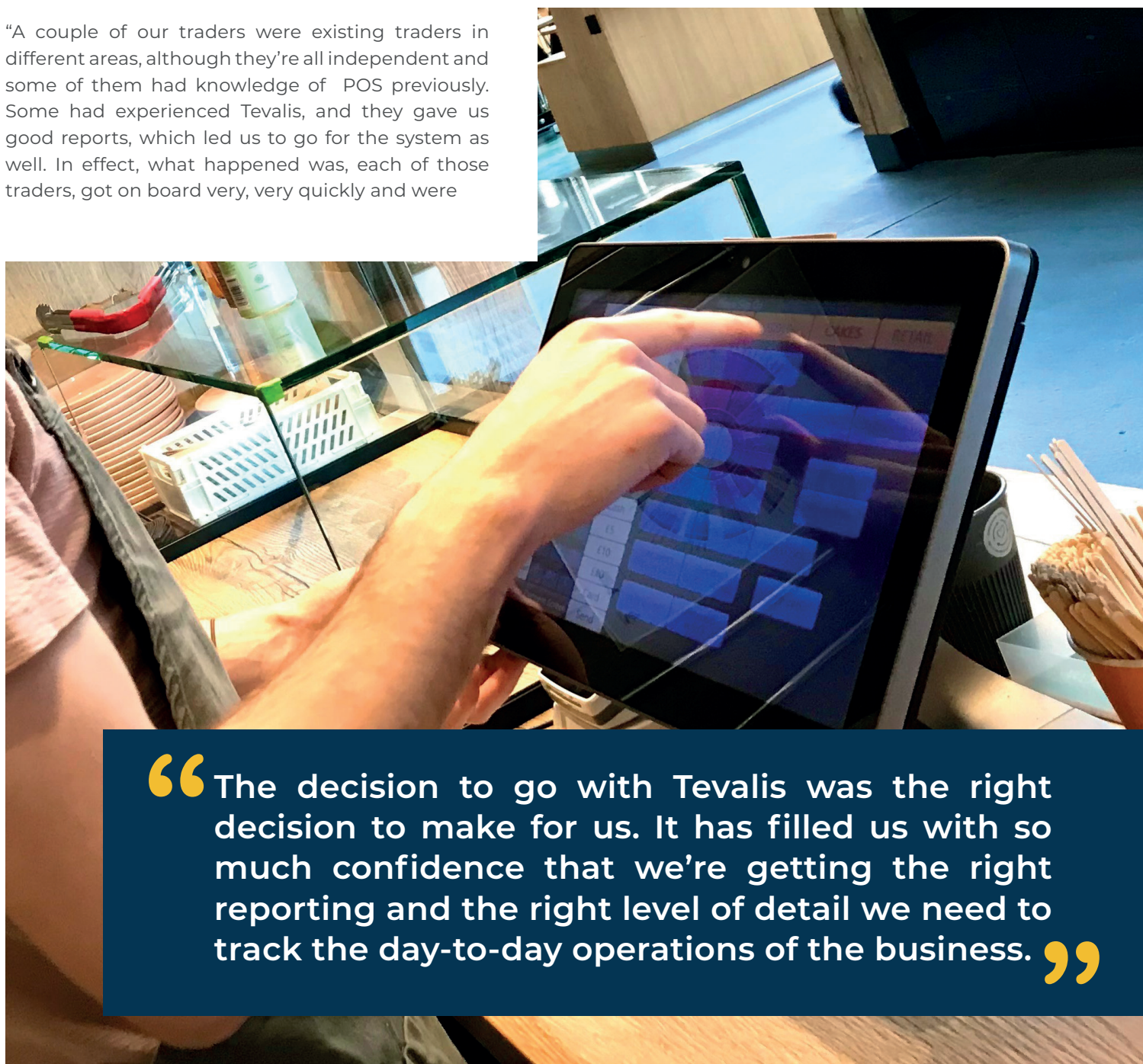
Rob describes his experience with Tevalis:

“A couple of our traders were existing traders in different areas, although they’re all independent and some of them had knowledge of POS previously. Some had experienced Tevalis, and they gave us good reports, which led us to go for the system as well. In effect, what happened was, each of those traders, got on board very, very quickly and were

very pleased with the run up to the system going live where Tevalis gathered all of the information on their menus.”

“Traders also had the ability to have 1 to 1 sessions to set up on their EPOS system rather than a generic setup. And that was really important for some of our traders. The whole process kind of took away some of the nervousness as we moved towards opening for those individual traders.”

“The decision to go with Tevalis from a very early start was absolutely the right decision to make. It has given us confidence now that we are receiving detailed reports for our business and our traders.”



**“The decision to go with Tevalis was the right decision to make for us. It has filled us with so much confidence that we’re getting the right reporting and the right level of detail we need to track the day-to-day operations of the business.”**

CINNABON

HELLO RIENTAL.

Sam's RIVERSIDE

CORE by Clare Smyth



Mimi's

TYNESIDE CINEMA



HARTS GROUP



WOOLWICH WORKS

WESTMORLAND FAMILY



CHOTTO MATTE

BRYN WILLIAMS.

Dorbiere PUBGROUP



FAZENDA KODIZIO BAR & GRILL

VILLAGE HOTELS

HARVEY NICHOLS

PAROGON GROUP



The Breakfast Club locally world famous

oche



EG Group

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VAGA BOND

CREAM GROUP



Royale Resorts

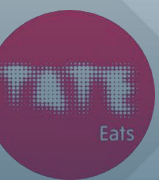
CHELMSFORD CITY RACECOURSE

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Puttshack

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