



Award-winning tech for an award-winning theatre: Tevalis and Regent's Park Open Air Theatre

The Regent's Park Open Air Theatre is an independent theatre known for its large-scale productions and beautiful Royal Park setting. Enjoy distinct food offerings or grab a drink at their bar, famous for being the longest bar in the West End.

Requirements

The Open Air Theatre first opened in 1932, and since then has grown to become one of the largest theatres in London, welcoming over 150,000 people to their 20-week summer season every year. As the theatre grew, so did its legacy EPOS system, resulting in a patchwork setup with unsuitable functionality.

The teams regularly experienced dropped transactions and discrepancies as their old hardware couldn't keep up with newer software. Hours and hours of time were misspent by manually retrieving data and attempting to rectify issues. Alongside this, their old EPOS system couldn't provide the speed and flexibility needed for tight peak times and busy intervals.

Tanith Lindon, Head of Bars, Dining, and Commercial Events at the Open Air Theatre in Regent's Park, describes their issues:

"I came here to a till system that had been quite long-standing and had slowly grown as the business had grown, so it was a bit of a patchwork of old equipment and new equipment and quite old software."

She continues:

"For myself, there was a lot being done manually. A lot of homemade spreadsheets and pulling information from here and there rather than using your till system to do that for you. I knew we needed to modernise the system, and part of the problem was due to the old hardware."

Why Tevalis?

Selecting a new EPOS supplier involves a lot of key factors and can be a challenging project. The team sought out advice from fellow operators for their preferred hospitality technology providers. Following advice and tech demos, they chose Tevalis. As Tanith explains:

"I asked around different people I know who work in the industry if people had a sort of firm favourite when it comes to till systems. I was shown Tevalis and all the different functions. I was interested, particularly about a lot of the integrations that they had."

Implementing a fully connected EPOS ecosystem with leading integrations was essential for Tanith and the team. Tevalis had the technology, infrastructure, and partner network to create the perfect digital strategy for the Open Air Theatre.

Tanith describes her experience working with Tevalis: "The sales aspect was very smooth and quick. We had a really great technical team. We had some internet-related issues, and the team who came to do the setup were really helpful with that."

Where the teams were once fighting a losing battle with their old EPOS system, their new Tevalis Ecosystem quickly put a stop to many of their issues.

"We used to get a lot of drop transactions because the tills weren't keeping up with the card machines, so there were a lot of discrepancies, and that has virtually been completely eradicated," explains Tanith.





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We have a mixture of roaming machines and fixed-point machines. We also have Dojo Pockets, which have been amazing. They've replaced waiter pad tablets in the restaurant. Now we have a much more compact version, which is just like carrying a mini till around. Everything is a lot less chunky than it used to be.

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The Tevalis Solution

The Open Air Theatre needed a modern hospitality tech stack that would communicate seamlessly and serve customers quickly and easily. No more patchwork systems that were out of sync. Tevalis bring efficiencies to the teams at Open Air Theatre and market-leading technology that streamlines processes and tasks.

With the different F&B areas within the theatre, varying tech and integrations were needed, but all needed to sync and be managed from a central point. Accurate data was essential for the teams, along with easy access to detailed reporting and stock management. The theatre now operates with 13 modern and reliable EPOS, customer receipt printers, kitchen printers, and all-in-one mPOS machines for increased flexibility. Tanith explains their new setup:

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Moving from a mismatched system of old and new has simplified a lot of processes for the teams, meaning their customers can order easily and quickly.

“Speed of service is super important. The thing that has been very helpful with these tills is getting very logical, minimal steps of the layout so that people don't need to click through millions of pages to try and get to the product they need. You get prompts that come up. The whole transaction is done quicker and you're on to the next customer.”

Alongside fast EPOS and innovative mPOS, Open Air Theatre now benefit from cloud-based management tools for comprehensive reporting, including Business Analytics, Centralised Management, and Stock Management.

“It's very important to have accurate financial reporting, and this was part of the reason that I changed in the first place. We had a real gap between what the tills thought we were doing and what money we were actually finding in the bank. You can't have that level of uncertainty,” explains Tanith.

Completing Open Air's new technology ecosystem are integrations with Dojo for payments, me&u for order and pay, and Crowd Engage for ticketing. As a complete system, all areas of the business work more efficiently and bring sustained ROI to the theatre.

Benefits

Open Air Theatre has been transformed from unreliable legacy systems to a tailored and flexible ecosystem that empowers both staff and customers. Where the old EPOS often dropped transactions and caused discrepancies, sales are now smooth and the team can quickly and easily access and review key data.

The teams now benefit from flexible and reliable tech that ensures fast customer journeys, especially during peak interval times.

Tanith explains:

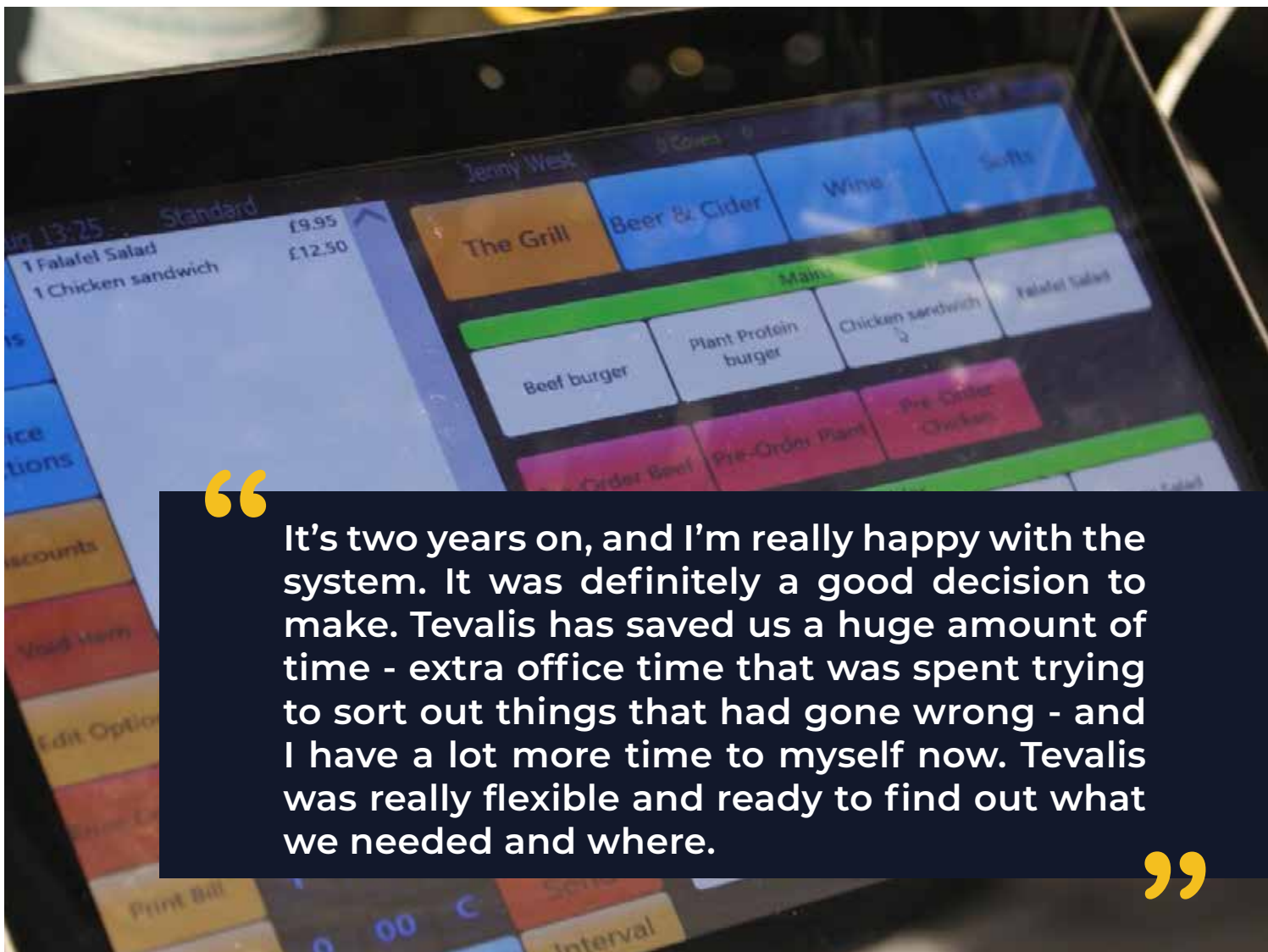
"It's important to be able to be flexible. We do change what we do as a business, and with Tevalis, it's possible that we can change the number of tills and be flexible with our opening hours. We are a seasonal venue, and our needs grow and contract. It's really important to be able to work with a company that's able to do that for us."

Plus, having accurate real-time data was key for the teams in the beginning, and now they save a lot of time on administrative tasks.

"The reporting is really helpful for me to be able to see the sales data, thinking about what's selling well, what isn't doing so well. I'm doing a lot of cash reporting and sales reports and having all that information immediately is important. I can see the real-time payments coming in and compare them to what's going on in the till, and it's certainly a lot easier to find if there's an error or a dropped transaction than it used to be. It used to be quite opaque," describes Tanith.

Overall, Tevalis and Open Air Theatre have achieved a key long-standing partnership. Our approach and technology have streamlined operations and ensured that the teams can work much more efficiently long into the future. Tanith explains:

"It's two years on, and I'm really happy with the system. It was definitely a good decision to make. Tevalis has saved us a huge amount of time - extra office time that was spent trying to sort out things that had gone wrong - and I have a lot more time to myself now. Tevalis was really flexible and ready to find out what we needed and where."



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