



## SHING HIN CATERING GROUP STARTS A eCRM-BASED POS SYSTEM ON A SHOESTRING

Shing Hin Catering Group specializes in providing catering services to different institutions such as, HK Polytechnic University, City University of HK, Kwong Wah Hospital and so on. Its stable customers, mostly staff and students, always need to be refreshed with a variety of services.



For the best quality service, Shing Hin has installed Gourmate<sup>®</sup> POS system at different outlets. According to Alex Yung, General Manager of Shing Hin, Gourmate<sup>®</sup> is the absolute choice simply because the group needs reliable and ease-of-use POS solutions that can increase efficiency and streamline restaurant operations and management. "We've evaluated other POS systems, but we are particularly impressed with Gourmate<sup>®</sup>'s rich features and superb stability," said Alex.

### ***Low cost, no missing orders***

"Gone are the days of manual order-taking and time-consuming operations," added Alex. "We always look for a cost-effective total solution to trim down restaurant management. Less capital investment and no IT specialists are needed for Gourmate<sup>®</sup>. The system is highly suitable for SMEs." Obviously, POS leads restaurant computerization from front-line operations to back office management that can control labour and time cost. Most of all, administration expenses can be saved substantially. "Gourmate<sup>®</sup> can help us free one accounting clerk at each outlet. Total running cost is decreased by 3-6%," stated Alex.

POS also enhances communications among pantry, catering staff and management. Through electronic transmission as well as central processing, any delayed or missing orders can be eliminated. "Thanks to Gourmate<sup>®</sup> there's nearly no missing order now," said Alex, "restaurant digitalization can reinforce management and communications, reduce human errors and hence raise service quality."

### ***WorldBonus.com - an eCRM that can retain customers and increase profits***

Among various modules of Gourmate<sup>®</sup>, Shing Hin favours WorldBonus.com most. It helps the group take a CRM initiative and earn the greatest profit with the least investment.



To cater customers of lower mobility at medical and educational institutions, Shing Hin has to introduce various promotions so as to refresh its long-term customers, hence increasing the frequency of their visits. Thus, an effective bonus scheme is essential for keeping good customer relationship and for increasing customer loyalty. With limited resources, however, a SME like Shing Hin finds it difficult and costly to establish and maintain a customer database on its own. Now, WorldBonus helps it tailor and implement its personal customer loyalty program at an affordable price.

#### ***Setting up and Maintaining customer database without additional efforts***

WorldBonus.com can set ordinary customer loyalty programs apart from competition as it is specialized for hospitality with its integration into Gourmate<sup>®</sup> POS system. At the very beginning, the bonus campaign starts with inviting customers to join. Diverse promotions are launched to encourage on-line registration. Within 3 months, more than 3,000 member cards have been issued. 40% of members registered by themselves. Most importantly, the number of repeated customers is estimated to increase by 10%.

#### ***Real-time transaction history update***

Whenever WorldBonus members dine at Shing Hin, the order details such as bonus total are automatically recorded in WorldBonus database through Gourmate<sup>®</sup>. The real-time update on customer transaction history can get rid of time-consuming data-entry procedures. Customer database can be set up and maintained in an effective and simple manner.

#### ***Powerful customer database provides significant sales figures***

With a private and secure customer database built up at its fingertips, Shing Hin can get all details on the consumption pattern of its customers in its hand and design its own marketing campaigns. The group can easily differentiate who the highest profitable customers are. Personalized promotions can be offered to its selected loyal customers. An intimate relationship with customers can be established while sales can be boosted.

Shing Hin also makes use of comprehensive reports to construct targeting promotion campaigns. For example, "Afternoon Tea Promotion" is launched for driving business at the break between meal times, i.e. non-peak periods. On tea time visits, customers can enjoy triple bonus points than normal. Extra bonus points at dinnertime can further drum up the sales. To encourage customers' voice, Shing Hin rewards some bonus points for customers' feedback.



Thanks to campaign effectiveness reports, Shing Hin can keep track on individual marketing campaigns and adjust the promotion plan instantly. In case customers' visits are dropping, the group can detect that from the visit frequency reports at the early stage and take immediate action. Therefore, various reports and statistics are significant for understanding customers

and keeping good relations.

To succeed in the Digital World, what hospitality needs is revolutionary computerization. Shing Hin concluded that restaurants must draw the attention of customers actively instead of awaiting customers by luck.