

# The Fairholme Private Members' Club

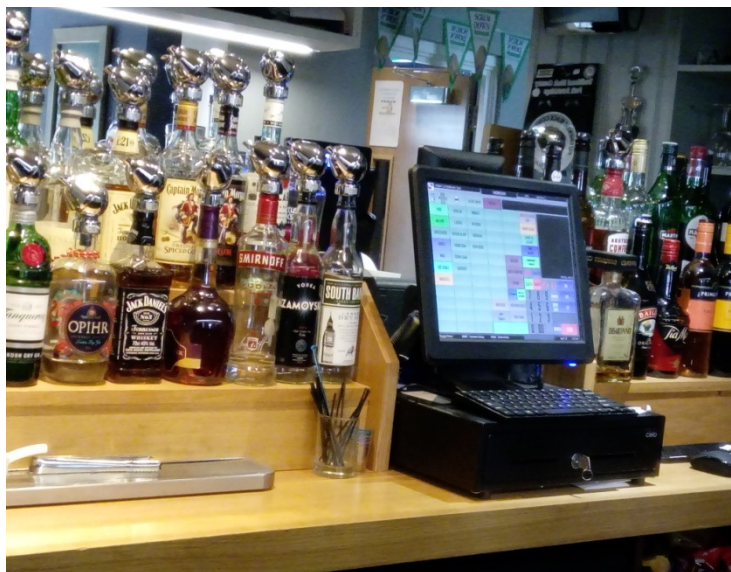
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Having completed major renovations including a full refurbishment of the bar area and the leasing of upstairs rooms to a third-party as a restaurant, the Fairholme Club decided to upgrade their tilling system.



The Committee approached Norcon Computers Limited to enquire about the feasibility of running a system which would not only let them run a discount scheme for members, but would also link in with the restaurant upstairs.

After a meeting with Committee members to establish specific requirements, Norcon provided a comprehensive EPOS and Membership system using the industry-leading ICR software including:



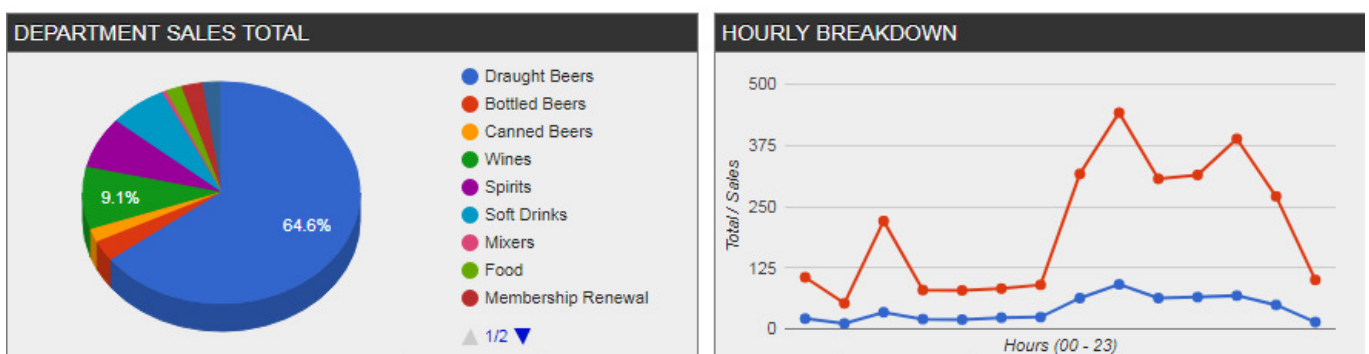
**Touchpoint:** EPOS software running a Members Loyalty scheme – enabling automatic discount on presentation of a membership card (standard pricing is applied if no membership card is presented). The membership cards displaying the Club's logo and member's details were also supplied by Norcon as part of the package.

The system also allows the Club to charge non-members at a different rate.

**PocketTouch:** Enables the restaurant to take drinks orders at table, which are then printed on the Members' Bar printer, and the drinks prepared ready for the staff to collect. The drinks are charged to the restaurant's account.



**Touch Office Web:** Cloud-based back-office software which allows committee members remote access to financial and membership information. The comprehensive reports available have enabled the club to target inactive members, reward frequent users, and establish promotions focused on quieter periods, eg. Happy Hours.



The Fairholme Club continue to use the information provided by the system to refine their range of drinks, monitor their pricing structures, and to enhance their membership offering.