

# Laser cards now laser fast

some of Ireland's busiest bars discuss their experience of what it means to be... 'powered by QuestZones'.



More than 3 million laser cards are now in use in Ireland, plus some 2.5 million credit cards, and according to IPSO, (the Irish Payment Services Organization), people are using them. In 2009, they report over 800,000 card payments, per day, with a total transaction value over €6.3 million.

How does this impact Ireland's publicans? While most are now accepting card payments, it takes so long to process they're affecting service levels. Yet while everybody wants faster machines, it isn't the machines at all, but what powers the transactions behind them, that determines the speed.

"Slow transactions are running over phone lines", explains QuestZones' Sales Director Nick McAuliffe, "while high speed transactions run over broadband". The problem with broadband though, is that if the internet fails, you can't accept card payments at all.

The answer is broadband that never fails, offered by QuestZones, an Irish firm based in the Digital Hub. Their solution is running full speed ahead at some of Ireland's busiest pubs, including The Ferryman, The Exchequer, Reardens, Copper Face Jacks and The Bull and Castle. Here, we'll get feedback on what they're saying about reliable high-speed card transactions and the impact on their businesses.



## The Ferryman

Tom and Bernie O'Brien have been operating the Ferryman for more than twenty years and tell us it's a classic case of what's old is new again. Their name comes from the ferry that took people across the river to the south quays years ago, yet the new Samuel Beckett Bridge brings new trade to their doorstep along almost exactly the same route. And while cash was all there was back then, card transactions have almost taken over today.

"We'll do 80 or so card transactions a night, upstairs alone" explains Tom, and while that used to cause problems with service, it doesn't any more. He goes on to point out, "QuestZones saves us at least 30 seconds per transaction. So that's more than 40 minutes saved every night, and during peak hours, when we need it most." Bernie is quick to add "Oh, we'd be lost without it. It's speedy. It's great."

The timing couldn't be better. Tom and Bernie have almost finished renovations downstairs, and business is bound to keep right on growing.

*"Oh, we'd be lost without it. It's speedy. It's great."*

Bernie O'Brien, The Ferryman

## The Exchequer

Ian Tucker and Peter Rock are established as cutting edge in the pub/restaurant scene after opening in the midst of the worst recession in a generation, then snatching the award for "Best Gastropub in Ireland" in the Irish Restaurant Awards and "Best Pubfood" from InDublin. These guys catch on quick, and it took no time at all for them to figure out that faster card payments were going to translate into better customer service.



*"We never want to keep the customer waiting needlessly, least of all when they want to pay and get on their way."*

Ian Tucker, The Exchequer

"QuestZones ensures we can process cards quickly and reliably without worry", says Ian Tucker, manager and co-owner of The Exchequer, "and we never want to keep the customer waiting needlessly, least of all when they want to pay and get on their way."

## Reardens

Reardens has won awards for best music venue and best bar in Ireland, and it could win for busiest as well. This eclectic yet traditional bar has been a favourite among GAA fans, music lovers and anyone out to just have a really great time. But busy can be a problem when people are trying to pay and systems are slow.



McAuliffe, who's originally from Cork, was especially pleased to have Reardens on board. "I think every publican in Cork will understand, if it can work well in Reardens, it's going to work in their pub" he explained.

The management team at Reardens say they were completely taken aback after the QuestZones service was installed. "We're a big place – three floors, and suddenly everything was working at lightening speed. It's true what they say, it really does work quicker than cash".

*"It's true what they say. It really does work quicker than cash."*

Reardens Management Team

## Copper Face Jacks

Copper Face Jacks is a case of good news just getting better and better. Most revellers in Dublin can attest to how busy Copper Face Jacks is; even on an average night the place is hopping, and with good reason. Manager Darren Power pays attention to every detail and takes pride in making sure everyone is happy, including his staff.



So when increased card payment usage caused time delays for his staff, he turned to QuestZones for a solution. Cost was a concern of course, as it would be for anyone these days, but there was no increase in monthly costs and the higher speed of processing resulted in still higher usage of cards, which in turn drove his merchant services fees significantly lower. So, the service was faster, the customers and staff were happier, and the costs were lower as well.

*"Avaling of QuestZones services has also enabled us to achieve a reduction in our costs whilst improving the service."*

Darren Power, Copper Face Jacks



Des Buckley is no stranger to the restaurant / bar business in Ireland, owner of The FXB chain of steakhouses and Ryan's

Victorian Bar, but his busiest is the famous Bull and Castle, opposite Christchurch.

The main level has all the welcome feel of a gastro pub with its long bar and cozy nooks while the upper level's high ceilings give a real beer hall feel, where you could bring the whole crew. Wherever you go, it's bound to be busy and Des didn't want his staff bogged down by slow card payments when trying to get to the next customer.

Des wanted his card payments to work and work fast. "Let's face it", he said, "people expect quick service, whether they're getting drinks or paying for them. It just makes sense with all the cards in use."

So, if you want to see what 'powered by QuestZones' means for reliable high-speed card payments, stop by the Bull and Castle or any of these fine Establishments- have a pint- and bring your card.

*"It just makes sense with all the cards in use."*

Des Buckley, Bull and Castle