The first **Chucs** location opened its doors on Mayfair's Dover Street in London during the summer of 2014. Since then, the restaurant has welcomed guests with nautical-themed opulence. Polished brass railings, vintage prints of the Amalfi coast, and wooden paneling complete the unique restaurant concept, and guests frequent the dining destination for a taste and feel of the Italian coast. Wildly popular, Chucs has expanded from a lone location into six thriving restaurants today.

As Chucs grew, and the brand expanded its concept to reflect a restaurant and café-style offering, the burgeoning business needed a flexible, customizable point of sale (POS) solution for each location and offering. Avi Jethwa, Chucs' general manager, explained that at a point in time, the business had five restaurants operating under three different POS systems. A strong match for the growing business, Revel eventually became the go-to POS solution across all Chucs locations.

Grow Your Business, Not Your Problems

When Chucs' Dover Street location expanded to include a second location at Westbourne Grove, the two locations were still run fairly independently. As the brand expanded to four more locations, its offerings diversified as well, encompassing both restaurant and café concepts. Both concepts offer customers a predominantly Italian menu

with Mediterranean influences, but the cafés are faster-paced environments, while the restaurants lend themselves to more leisurely dining experiences with complex menus.

Because Chucs has multiple locations and different live concepts, Revel's ability to directly copy and update menus on the management console and push those updates to other locations proved to be critical time saver. Chucs also built the steps and actions on its café POS's to be simpler and easier to follow, accommodating the fast-paced environment.

"The nice thing is that you can copy products and menus directly to new sites. You can easily set up a till exactly how another restaurant had it set up."

When running multi-unit operations, it's also helpful to have your POS serve as an instinctual gut check by allowing users to copy and paste menus directly, rather than risking human error when opening new locations. Jethwa explained that when Chucs opened three of its new sites, "we just used the Dove Street location as a template, which helps make sure every location abides by the same guidelines. It makes everything transparent."

Simplify Training That Employees and Operators Love

When asked what the biggest pain point reliever was as a result of using Revel, Jethwa said that it's "mainly the user-friendly aspect of it, both for managers and employees." As the "people POS," Revel builds products with customers and operators in mind, and prioritizes easy training as an essential tool for both parties.

In addition to training employees, managing them effectively is important to general managers like Jethwa, who oversee human resources and payroll. From the management console, operators can get the whole picture with views of shifts, hours, and wages, and can email schedules directly to employees. Revel also makes it easy to assign permissions and roles directly from the management console.

"I think everyone that comes across it, including managers, employees, and front of house staff, seems to like it because it's easy to understand."

**Avi Jethwa
Group General Manager
Chucs**

Revel
SYSTEMS

Make Sales Decisions Based On Data In Real-Time

When asked what aspects of Revel make running multiple locations easier, Jethwa said that Revel's reporting features are one of the most helpful components. According to Jethwa, the user experience within Revel's reporting solution is simple and designed to make operators and managers' lives easier, explaining that you can "drill back as far as you need to find exactly what you're looking for."

"You can drill back as far as you need to find exactly what you're looking for."

Currently, Chucs uses Revel's reporting features primarily for sales and inventory analysis, which helped the team reduce inventory costs by 12%. With Insights by Revel, general managers like Jethwa can easily access business-critical data directly from a smartphone, all in real-time.

Why Revel

Revel has become part of the glue that connects Chucs' various locations and restaurant concepts. Revel's intuitive, cloud-based solution makes running, and growing, a multi-unit operation easier. Chucs made the decision to power that growth with Revel.

Because we used Revel at two of our sites, but had experience with others, we realized that Revel was the strongest of all. It could support everything we wanted to do. When we opened up our new sites, we stuck with Revel."

Avi Jethwa, Group General Manager
Chucs