

How a Yorkshire bar increased sales to 45% higher than Pre-COVID levels with Dines.

About The Lodge

The Lodge is a bar and kitchen based in Bridlington, Yorkshire - a seaside town that's been hit heavily by a slow-down in tourism due to COVID-19 lockdown restrictions.

The venue serves as a restaurant during the day, but converts into a bar in the evenings. They are the only higher-end establishment in the area, with a mandatory dress-code and a premium product offering.

Customer experience and high quality product presentation are key to maintaining the upscale brand image - one of the main reasons that management chose to partner with the Dines owing to the clean, slick UI.

“

Dines has revolutionised the way we do business, effectively boosting profits and staff efficiency overnight. We have had nothing but positive reviews and are now looking at how we can implement the system to improve and streamline other areas of our business.

”

Danny Williams

General Manager



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Results Delivered

75%

Increase in items ordered per head

50%

Increase in table turnover speed

10x

Faster delivery of customer orders

50%

Less spillages and wastage



More Profitable



Implementing Dines has had a profound effect on the profitability of their business. Sales initially increased by 35% week on week and continued to rise steadily as adoption increased from 37% to 60%.

Revenues are currently stable at 45% higher than pre-COVID levels.

This is driven primarily by improvements to the speed of service and order frequency.

Average customer orders grew from 9 to 16 items per person per visit. Average order values increased too due to up-selling tools within the Dines UI and a surge in sales of higher-margin products, such as shots.

“Before rolling out Dines we sold extremely limited amounts of shots to our customers, totalling double figures - and within the first weekend we have increased this high-margin line by 400%... These figures speak for themselves!”

Better Service = Happier Customers

Quicker Service

Service speed has significantly improved with Dines. Before it would typically takes 10 minutes for service at peak times, but now drinks are served in under a minute. As a result, The Lodge now serves 3 tables in the time it used to take to serve 2.

Fewer Mistakes

Wastage reduced by 50% in gross value, despite increased sales volumes. Staff are less rushed and there is less traffic at the bar with Dines Table Ordering, so there are fewer trips and spillages. With no more handwritten orders, human error has dramatically reduced.

Happier staff

Dines handles the least favourite tasks of taking orders and payments, and staff are less time-pressured at the bar. As a result, product presentation has improved. The team are also happier to pause and speak to customers, giving a much higher-end experience in line with the venue's brand.

Happier customers

Customers enjoy exploring and engaging with the menu through Dines and are delighted at the speed of service - with adoption increasing to 60% of all orders within the first 3 weeks. Orders are more adventurous via Dines, which lets management experiment with varied and more profitable product lines.