



## The Rum Story – The Dark Spirit of Whitehaven

Visitor & Tourist Attraction

KCPOS Integrated to IRIS Exchequer Accounting Software



Welcoming up to 20,000 visitors a year The Rum Story - The Dark Spirit of Whitehaven is a three story wet weather visitor attraction based on the unique story of rum. With the support of a Millennium Commission grant the Whitehaven Development Company created this £3 million attraction in the Jefferson family's original Georgian buildings.

Visitors have enjoyed passing through the doors from the courtyard through to a tropical rainforest, an African village, a realistic slave ship, Cumbrian cottages, a Cooper's workshop and many other areas.

The Rum Story offers a shop, a charming and welcoming café, a corporate hospitality suite as well as the exhibition on the Jefferson family and the story of rum.

## The Reason for Change

It is at the point of sale, where the day to day contact with the customer takes place and a busy visitor attraction needs to provide the best possible service. A business system that has an issue anywhere in the chain makes the overall system less efficient, and this becomes ever more transparent at the point of sale

The accounts staff at the attraction felt that the existing system was slow, difficult to use and month end reporting was cumbersome.

The gift shop sells the famous Jefferson rum, as well as a number of other small inexpensive items suitable for pocket money purchases. Many of these items are difficult to bar code which causes an issue when processing at the point of sale.

Visitors also purchase their tickets for the attraction through the gift shop. There are a number of different tickets available for individual and group bookings, with the previous system all tickets sales would be taken and only counted at the day end. The tickets would have to be entered manually onto their accounts system, which was a slow laborious process, prone to error.

## The Solution

Following a period of consultation with HBP Montpellier Ltd, the Rum Story implemented Iris Exchequer accounting software. This award winning back office solution provided the answer to their accounting and reporting requirements and was able to seamlessly and instantaneously bring in transactions from the various points of sale around the attraction.

The Rum Story then installed KCPOS on all the tills in the visitor attraction. Installing a new system in a busy season without causing any inconvenience to the visiting holiday makers was a great challenge for both The Rum Story and HBP Montpellier - but it paid off! HBP Montpellier's trainer installed a demonstration till in the shop on the Wednesday and they went live on the system on the Thursday on all three tills.

Training continued whilst still serving visitors, it only took staff twenty minutes or so of training to get used to processing sales quickly and efficiently through the new till system, and the staff found the easy to use search facility in KCPOS invaluable.





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## Summary

All of the staff think that the system is much easier to use than their previous system. Wendy, the Duty Manager, confesses to being completely computer phobic and she thinks that the new system is "completely brilliant" as "it only takes us half the time to calculate discounts for group bookings".

The Rum Story are delighted to be saving so much time at the end of every month. Elaine whom manages accounts admin said "There are some really useful reports, such as best sellers and worst sellers which makes us much more responsive to customer demand"

Elaine also reported that adding specials to the KCPOS menu for the cafe is very quick and she is able to do it herself as a routine task instead of calling out a technical person or using "dump codes". When coping with coach parties or school parties the duty manager can respond to changing requirements by changing the menu buttons on all of the tills with the menu editor in a matter of seconds.

By the shop is the Jefferson's office, left untouched for tens of years since the Jefferson business closed. Recently the location played host to a 60 strong film crew when filming for the movie "Miss Potter" Starring Renee Zellweger and Ewan McGregor. In the film, the Jefferson's office will represent the Hawkshead office of William Heelis, Beatrix Potter's solicitor husband.

The office stands in stark contrast to the modern back office systems now handling the demands of this busy visitor attraction. When the film was released in January 2007 it was responsible for bring a rush of tourists from around the world to see the areas where Miss Potter lived, wrote about and farmed.

The Rum Story are confident that they have put the right EPOS system in place to cope with the added influx of visitors.

## Reference

Celia MacKenzie, chief executive of W3M, the organization that runs The Rum Story is delighted that her staff are so positive about the new system. "They need to be able to concentrate on customer service:" she said, and not have to worry about whether the system is going to come between them and their job."

Elaine, the accounts admin manager said "There are some really useful reports, such as best sellers and worst sellers which make us much more responsive to customer demand. We did a wedding last week and a children's party the week before with very different requirements. "

"It only takes us half the time to calculate discounts for group bookings" reported Wendy the duty manager

For more information about **The Rum Story** visit [www.rumstory.co.uk](http://www.rumstory.co.uk)

To find out more about **KCPOS** visit  
[www.epos-epos.co.uk](http://www.epos-epos.co.uk)