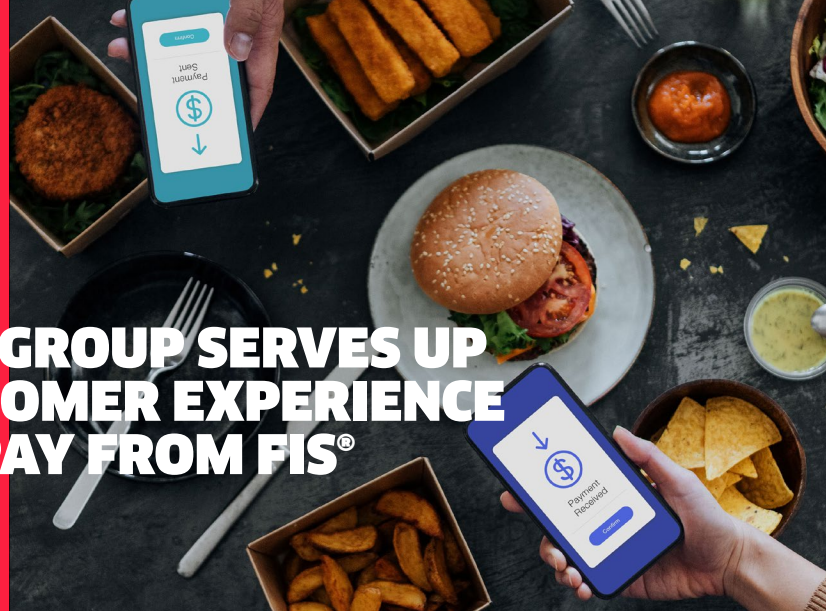


# BOPARAN RESTAURANT GROUP SERVES UP BETTER PAYMENTS CUSTOMER EXPERIENCE SUPPORTED BY WORLDPAY FROM FIS®



## About Boparan Restaurant Group

The Boparan Restaurant Group is a privately-owned, 25-year-old, London-based collection of leading restaurant brands that operate in 100 sites, alongside a strong franchise business in the U.K. and abroad. Boparan's vision is to further strengthen and grow the positions of their brands nationally and internationally. The company's current brand portfolio spans quick-service and fine-dining restaurants, and includes Giraffe, Ed's Easy Diner, Fishworks, Cinnamon Collection and Slim Chickens.

In 2020, Boparan acquired Gourmet Burger Kitchen and Carluccio's. The group's extensive global franchisee network runs from Auckland, New Zealand and Kuala Lumpur, Malaysia to Malaga, Spain, many U.K. airports and Dubai.

As the restaurant industry has been greatly impacted by COVID-19, Boparan sees an opportunity for growth by acquiring other brands or through the operation of online retail stores.



## Challenges

Boparan was quick to pivot their business in response to the pandemic-required lockdown. In March 2020, Boparan rolled out new click-and-collect capabilities to more sites and turned its focus to delivery and optimizing the customer experience for delivery sales. Within a couple of weeks of the lockdown, Boparan needed to build an entire system that could get them back trading as soon as possible. Also, during this time Boparan changed its entire supply chain, IT, financial services and operations in its newly acquired brands – a momentous task for such a diverse and complex restaurant organization.

These challenges were further compounded by the acquisition of casual dining brand, Carluccio's, where a pay-at-table capability was required. Additionally, the acquisition of new brands across disparate customer journeys produced a patchwork of different providers for hardware, software and acquiring, thus creating issues around accountability and the identification and resolution of critical issues.

## Why Worldpay from FIS?

Worldpay from FIS has been a longtime payments and acquiring provider for Boparan, and the restaurant group has used Worldpay in its legacy sites. Additionally, Nick Smith, commercial director at Boparan Restaurant Group, and Lauren Wadland, his Worldpay relationship manager, have forged a very strong rapport over the years. So, when it came time to discuss additional payments capabilities required to help his business in such extraordinary times, Smith did not hesitate to reach out to Worldpay.

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## Worldpay Total Hospitality is the answer

After rolling out an integrated pay-at-counter solution for Boparan’s quick service restaurants, Boparan and Worldpay next worked very closely together to develop and implement Worldpay Total Hospitality for the Carluccio’s brand.

Worldpay Total Hospitality is a complete, end-to-end payment solution for food and beverage businesses and provides a single point of service for all card transactions – whether at the counter or at the table. It also includes the ability to make charitable micro-donations via Pennies, a leading UK digital charity box, leave gratuities and capture customer feedback through TruRating.

The strong, personal relationships developed between Boparan and Worldpay – based on trust and accountability – was a huge asset in helping to navigate the rollout of this solution under tight time constraints.

## Results

**More reliable and consolidated payments** – Boparan’s partnership with Worldpay has meant a single point of contact with clear accountability and ownership of identifying and solving root problems critical to the company’s success.

**Fast onboarding and implementation** – According to Smith, “Everything just happens quicker with Worldpay.” The newly acquired Gourmet Burger Kitchen brand’s 70 emergency mobile terminals were delivered on the next working day, while

the pay-at-counter solution was set up and out in a week. This enabled Boparan to start transacting as soon as that acquisition went through without missing a day of trade. Meanwhile, the integrated pay-at-table functionality for Carluccio’s was completed within about a month.

**New payment methods have been enabled** – The inclusion of Apple Pay and Google Pay have reduced the time to serve and allowed consumers to pay quickly and the way they want to – critical for quick service restaurants.

**Expanding to include Worldpay’s card-not-present solutions** – Having switched on click-and-collect and delivery with smaller acquirers, Boparan is now working to transition these over to Worldpay’s leading eCommerce solution that’s a more appropriate fit for a business of Boparan’s complexity and scale.

**Worldpay is Boparan’s strategic payments partner** – As Smith notes, “We’ve innovated together, solved problems together and our Worldpay relationship manager continues to work with us to improve our payment solutions together.”

## Advice for other restaurant owners and operators

According to Smith, “We feel the key thing is to give guests a choice. If they want to come to the counter and pay, then let them come to the counter. If they want to pay at a table, let them do that. If they want to speak to a server and place an order, that’s okay, too. However they want to pay – just make it happen! Find the right technology that puts the power of choice back into your guests’ hands.”

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