



CASE STUDY: SERVING UP STREAMLINED PAYMENTS AT MAGIC MONKEY RESTAURANT WITH CLOVER

Revolutionising employee and customer experience, replacing paper-based front of house and back-office systems with integrated tableside payments solution

The client

Magic Monkey Restaurant is an award-winning small plate restaurant and bar, offering a fusion of Caribbean and Mediterranean flavours, located in Leigh-on-Sea's vibrant Broadway.

Benefits of Clover implementation

The deployment of Clover's solution has overhauled the outdated pen and paper systems that had been in place for Magic Monkey's first year of trading. Significant improvements have since been realised in several key areas, including:

- 1. Improved server experience:** Clover solutions make table ordering easy. When a customer places an order or asks to split the bill, the solution seamlessly delivers, removing the burden on Magic Monkey's servers to rely on pen and paper or calculators.
- 2. Enhanced payments:** Magic Monkey's Clover Flex devices can be used to swipe, insert or tap and take contactless payments from all major card providers. Clover Station Solo works seamlessly with the Clover Flex devices, providing Magic Monkey with a fully integrated solution that will scale as the business grows or during peak times, such as the run up to Christmas.
- 3. Streamlined financial management and reporting:** While Clover Flex enables efficient tableside ordering and payments, on the business management side, Clover's Dashboard allows Magic Monkey's leadership team to manage the day-to-day, from organising inventory, taking bookings and managing staff rotas, all from one place.



The Challenge

When Jamie Gordon and his business partner took over Magic Monkey Restaurant a year into trading, they recognised the need to overhaul the many outdated paper-based processes that were in place, both in front of house - for example, taking orders and splitting customers' bills - and in the back office.

The Solution

Magic Monkey Restaurant deployed Clover Station Solo, an all-in-one management powerhouse, enabling the business to take payments with Clover Flex devices, while streamlining backend financial management and reporting.

As well as enhancing customer service, the new Clover system supports Magic Monkey's payroll (including clocking staff in and out) while also streamlining reporting processes and stock management. What's more, the sales data generated is being used to make strategic changes to the menu as needed.



Testimonial from Magic Monkey Restaurant

Jamie Gordon, co-owner of Magic Monkey Restaurant: “When we took over the business a year into trading, Magic Monkey was relying on a series of paper-based systems, from taking customer orders to bill management, which were time-consuming and inefficient. As a busy bar and restaurant, taking around 100 covers on a typical Saturday night, we knew we needed a more sophisticated and integrated solution to support both front of house and management.

“With Clover’s end-to-end solutions in place, my staff no longer waste time deciphering written ordering and manually splitting bills. They can now fully focus on delivering a vibrant and attentive customer experience. Meanwhile, as a busy business owner, I’ve been able to dedicate more time to supporting my staff and engaging with customers, and less time on reporting and paperwork.

“Since the deployment, I’m thrilled to say that Magic Monkey has won an Essex Life Food and Drink Award 2024 for Best Atmosphere – a proud moment for me and my team!”

Ready to revolutionise your business operations with Clover? Visit uk.clover.com or contact our sales team for a personalised consultation today.



Name: Magic Monkey Restaurant

Website: <https://magicmonkeyrestaurant.co.uk/>

Location: 119 Broadway Leigh on sea, SS9 1PG

Business type: A Small Plate Restaurant With Big Flavours

Conclusion

The implementation of Clover at Magic Monkey Restaurant has proven to be a transformative decision, revolutionizing both employee and customer experiences. By replacing outdated paper-based systems with Clover’s innovative integrated solutions, the restaurant has streamlined operations, improved service efficiency, and enhanced financial management.

The key benefits of Clover, including intuitive interfaces, easy inventory management, flexible payment options, and a robust app marketplace, have empowered Magic Monkey to focus on providing outstanding customer service and driving business growth. The restaurant’s ability to integrate with popular delivery platforms further expands its reach, making it more competitive in a rapidly changing market.

As demonstrated by the success of Magic Monkey Restaurant, adopting Clover not only modernizes payment processes but also fosters a vibrant and engaging atmosphere that encourages repeat business and customer loyalty. With Clover as a partner, businesses like Magic Monkey can confidently navigate the future, ensuring an elevated dining experience and sustained profitability.