

Parklife are back up-and-running with HOPT

Following the guidance issued by the Government in May, award-winning café operator [Parklife](#) were able to welcome back customers by offering a click and collect service. Parklife operates three specialist park cafés in London, each of which is a focal point in their community and prides itself on offering quality fresh produce sourced from local artisan suppliers.

Parklife's community-spirit was evident throughout the lockdown period, as they continued baking and delivering delicious cakes and cookies as gifts for the carers and residents at local care homes. Now able to offer a click and collect service, Parklife needed a solution to the challenge of serving their customers whilst adhering to the continued restrictions and social distancing measures.

The business identified HOPT as the answer and the Managing Director of Parklife, Charles Oppenheim, is full of praise for the innovative software solution his business has introduced;

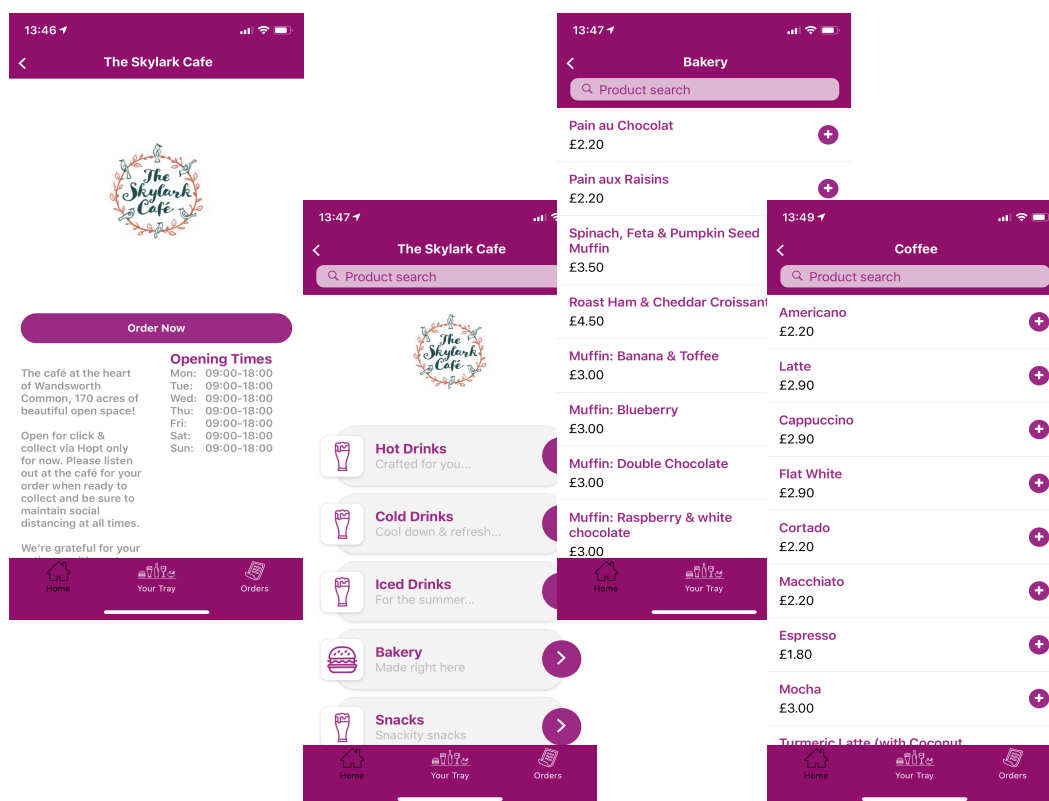
"HOPT has been a huge reason we've had a successful re-opening following the Covid-19 shutdown. Not only does it allow us to maintain social distancing, we can process transactions effortlessly and our customers can collect their order without waiting."

The HOPT app is free to download on iOS and Android and allows customers to browse menus, place orders and pay – all from their phone. It works in partnership with Epos Now systems and provides seamless integration between front of house and back office operations to cafés and restaurants that use the same platform. Businesses like Parklife have used HOPT to maximise revenue opportunities in what continues to be an exceptionally challenging time for the hospitality industry.



The Rookery Café on Streatham Common is one of the Parklife establishments that's been able to utilise HOPT to start serving its customers again.

Each café is able to provide bespoke menus on the HOPT app which can be amended live throughout service to reflect any items that may sell out. Orders placed by customers are immediately uploaded to the Parklife system and payments synchronised with their accounting software.



Above are extracts from the HOPT app showing the menu of another Parklife establishment, The Skylark Café on Wandsworth Common.

Charles adds;

“Not only has introducing HOPT been essential to our operations during the Covid-19 restrictions, in times ahead we can continue introducing business efficiencies and enhancing the overall customer experience.”

The lasting constraints on how customers could be welcomed back following several weeks of closure had tempered expectations on how quickly Parklife could recover, but the time-saving benefits delivered by HOPT have enabled the individual locations to show signs of recovery far quicker than anticipated. Despite offering reduced menus suited to a click and collect service, revenue is rapidly moving in the right direction and more customers are coming back every day – a good news story in what have been extremely difficult times.

For more information on what results HOPT can deliver for your business, visit www.hopt.app