



FIRST DATA MERCHANT SOLUTIONS CUSTOMER SUCCESS STORY:

## Elite Pubs Switches to First Data for Reliable Service and Increased Savings

### Client

Elite Pubs

### Challenge

To provide reliable payment processing and point-of-sale equipment at a cost that enables the company to grow

### Solution

First Data Merchant Solutions Credit and Debit Card Acceptance and Point-of-Sale Solutions

### Results

- More reliable payment processing and point-of-sale solutions
- Peace of mind with dedicated support
- Lower card processing rates

Elite Pubs owns several highly successful pubs and taverns across the rural South East of England. With names like "The Farm House," "The Vineyard," and "The Dirty Habit," each location offers a unique rustic feel and historic flair - as well as great food and drink.

Predictably, Elite Pubs have intense peak trading periods so their ability to manage those peaks is critical. It's important that the business and its customers always have fast, dependable service - including when it's time to pay the bill. Unreliable credit and debit card equipment and processing can harm the business and its reputation with customers.

The market is extremely competitive and profit margins are tight. So, to help achieve their growth aspirations, Elite Pubs was keenly focused on achieving efficiencies and costs control.

"With First Data, we realised that we could both reap savings and get improved, personalised service," says Natasha Chaussy, Owner of Elite Pubs.



**It all comes down to cost savings and reliable service. We needed both and we got it all with First Data.**

Natasha Chaussy, Owner, Elite Pubs

### The Challenge

Elite Pubs owns and operates several unique and highly successful pubs and taverns across England. The establishments occupy rustic, historic locations and are reminiscent of the gathering spots of old, with stone fireplaces, comfy chairs and hearty food.

With a keen eye on customer service, Elite Pubs knows that its choice of card processor is important. If a pub's card machine or processing is offline, customers must wait while pub staff hand-write transaction slips, copy credit card information, and obtain a customer signature. When this happens during a happy hour or meal rush, the results are disastrous.

Likewise, the company is keen to channel its profits into delivering its expansion plans which means it is determined to reduce operational costs as far as possible. They sought a new payment processing partner that could provide reliable transaction services, competitive rates, and prompt, effective customer service whenever they demanded it.

### The Solution

Elite Pubs turned to First Data Merchant Solutions for its reliable, fast, secure and competitively priced payment solutions. First Data offers flexible and comprehensive merchant services that are designed to save time and money while supporting all Payment Card Industry (PCI) compliance standards.

Elite Pubs opted for First Data's card processing services and point-of-sale terminal solutions, enabling them to take advantage of a dedicated account manager and support team to provide ongoing advice and support. Elite Pubs were able to keep costs low while ensuring that its business and customer needs are met. This personal service and support have been a big benefit for Elite Pubs.

"I have an account manager as well as someone to call when I need help," says Natasha Chaussy, Owner. "They are always really good and sort out any issues. I feel safe when I have support I can call directly."

### The Results

Partnership with First Data has not only provided each of Elite Pubs' managers with peace of mind that comes from knowing their processing service is reliable, but they also benefit from rates that support growth. Not only has the company created savings, but their payment processing is now more reliable and they feel more confident that their customer service representative will be ready with answers when they need them.

"We're growing. Our sales are increasing and we are opening new pubs," says Chaussy. "First Data Merchant Solutions has worked with us to keep our costs low. In the end, they understand that, if we make more money, they will, too."

Elite Pubs also enjoys a strong, trusting relationship with their First Data account manager, who helps them adopt new payment trends across their family of taverns.

"We started selling gift vouchers online and our Relationship Manager was really helpful with setting us up to accept online payments," says Chaussy. "He turned it around quickly and got us a very good rate."

But, Chaussy admits that her company's partnership with First Data always comes back to two key expectations - cost and service.

"At the end of the day, it comes down to how good the processing service is and how much you're charging for that service," she says. "We got what we needed with First Data Merchant Solutions."