Clover Mini: A payment solution that’s serving up a treat

The Bakehouse
Bakery and eatery The Bakehouse has two locations in Dublin, serving freshly prepared traditional Irish baked goods. Joanne Peat, the founder, has flour in her soul; her grandfather was a baker for more than 40 years. She introduced Clover to deliver consistent and excellent customer service across the two units, which serve different clientele with different needs.

Tap, eat and go
In Dublin’s iconic CHQ Building, The Bakehouse attracts a busy lunchtime crowd, which makes line management a priority.

“Queues can be off putting for customers so it’s really important that we can move that queue quickly,” explains Joanne, who says enabling contactless payments – now favoured by nine out of ten customers – has really speeded up proceedings.

Keeping track of those little extras
The Bachelor’s Walk location serves a different clientele, who tend to extend their visit by ordering extra coffees, drinks and sides.

“It used to be that these items could get missed, either by the kitchen or on the bill,” says Joanne. “With Clover it’s so easy: it makes sure the order goes to the kitchen and it’s on the table for the bill so it can’t be missed.”

The result is a better service for customers, ensuring they’re tempted to order again and again, with average transaction values up 19%.

Easy for staff to use
Clover was easy to install and even easier for staff to use it from the get-go. “The system is so user friendly so our staff picked it up really quickly,” says Joanne.

Importantly, Clover is more than just a sleek-looking till system. “It helps us with stock control, accurate billing and accurate communications between taking orders, the kitchen and billing.”

Speed of service
Joanne reports that Clover paid for itself very quickly. “The quicker we can get customers in and out the more customers can come in and out on a daily basis,” says Joanne. And more customers, mean more revenues, with sales up 68% – and, for The Bakehouse, that’s the icing on the cake.
The Bakehouse uses Clover Mini, the compact and convenient card machine that gives you fingertip control over your business and gives your customers a variety of ways to pay.

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