

CLIENT STORY

MULTI-LOCATION TAKEAWAY EATERY EXPERIENCES IMPROVED PAYMENTS

Gills Fish & Chips Scales to New Heights and Efficiencies with Worldpay

A family-run business since the 1970s, **Gills Fish & Chips** started originally with one location and currently operates from six sites in North East England – Newcastle, Gateshead, Sunderland, Ponteland, Heaton and West Denton – where it offers a varied takeaway menu.

With options including traditional fish and chips, pizzas, kebabs, chicken, burgers and wraps, Gills has something for everyone so there's no need to compromise when it comes to "treat night." Serving 5,000 customers, on average, every week, the eatery's broad clientele includes virtually all age groups and demographics: children, students, young professionals, couples, families and pensioners.

In addition to enjoying diverse food choices, customers also take comfort in the 5-star food hygiene rating Gills Fish & Chips enjoys across all locations.

Longtime, satisfied Worldpay client

According to Sonny Gill, the owner and managing director of Gills Fish & Chips, he initially received a recommendation to use Worldpay years ago, and his business has relied on Worldpay's payment processing solutions for a decade now.

Sonny seeks to constantly invest in the best technology available for his shops. With Worldpay as his payments partner, that is indeed the case.

"As one of the market leaders in payments, Worldpay has continuously given us the confidence that they are always there for us," he says. "The Worldpay system is highly efficient in collecting payments from our customers, and we have very little downtime, issues, or discrepancies – plus Worldpay's fees are very competitive."

Customers can pay the way they want

Sonny notes that a key part of providing a positive customer experience is to allow his customers to pay for their purchases the way they wish to. "If our customers want to make a contactless payment in the shop itself, or pay over the phone, or remotely via the app or the Internet – however they want to pay – Worldpay gives us the ability to provide that level of personal payments choice."

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**- Sonny Gill, Owner & Managing Director,
Gills Fish & Chips**

Improved cash flows

Using Worldpay has also given Sonny an improvement in his cash flows, which is linked to the speed in which his business receives funds from customers as payments drop into his account the very next day. "This has helped us greatly with business planning," he says, "as we know exactly what funds we will be receiving and when."

Regarding implementation, Sonny notes it was easy and quick. "A Worldpay expert came out with the equipment, set things up with our till system and gave our staff instructions how to use it."

In the challenging daily environment that defines the foodservice industry, Sonny appreciates the competitive advantages and assistance Worldpay provides. "We feel very looked after by Worldpay and receive a lot of support, which is very reassuring. I've suggested using Worldpay to many others, and no one has come back to me to say they weren't happy with that recommendation."

Objective

Improve cash flows; Offer customers omnichannel payments choices.

FIS solutions

Small Business Payments Processing

Results

Payment funds deposited next day; Customers pay as desired.

Impact

Improved business planning; Enhanced customer experience.

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