

Pub Saves 75% on Karaoke Costs with lucky voice. pro

Client Profile

Inn on the Pier is a traditional pub in Aberystwyth, Wales's popular seaside destination and university town. Together with a neighbouring brasserie, pool hall and night club, it forms part of Royal Pier, a one-stop venue where tourists, locals and students alike go for a variety of nightly entertainment under one roof. The pub is small and laid-back: capacity is 170 people, TV screens show all sporting matches and patrons favour draught beer over cocktails.

The Challenge

By 2012, Inn on the Pier had been running three successful karaoke nights a week for 15 years. But where the events had always had a loyal following, recent changes to opening hours – they had been extended, pushing the karaoke spot to later – and to the evening's regular karaoke host saw interest waver. Management were in a bind: demand was difficult to predict; some nights were wildly popular while others were quiet. Either way, a karaoke jock had to be booked in advance and paid the same session fee. What the venue needed was a flexible and low-cost solution that would allow them more control over the night and their bottom line.



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powered by lucky voice

The Solution

Sure of a better way, the pub's long-time manager, Lee Neville-Jones, began searching for other options.

"We came across Lucky Voice Pro, saw we could do it ourselves and crunched the numbers," he recounts. "We saw what we would be saving and said to ourselves, 'We have to give it a go.'"

They bought a Party Box, connected it to a laptop and through their existing AV/PA set-up, and trialled it over that week's karaoke spots. Lee took over for the karaoke jock and manned the laptop as a compere, taking customer requests and queuing tracks.

The Benefits

The trial ran smoothly. Customer feedback on the new setup was positive, with singers loving the sleek on-screen experience.

For management, the cost savings were immediately visible – over a single week, they amounted to £250 (see below table).

With Pro's on-demand element, they also had the flexibility they needed, making it easy to tailor their karaoke nights to customer interest. "If turnout is poor because of the season or bad weather or any other reason, we can just pack up – no losses," explains Lee.

	Before LV Pro	After LV Pro
KJ fee	£150	£0
LV Pro fee	£0	£24.99
Cost savings per gig		£125
Cost savings per month*		£1,000

*Based on two gigs per week

The Future

With management confident in the system, Lee is now focussing on training a few other members of staff as comperes. This will ensure that karaoke nights can not only run as scheduled, but that they can also pop-up last-minute on any night of the week should customer demand warrant it.

"We're adding to the karaoke night experience by using Lucky Voice Pro."

**Lee Neville-Jones, Manager
Inn on the Pier**

Key Facts

- **75% cost savings each night**
- **Easy to use**
- **Flexible - Pay-As-You-Go**
- **No mandatory kit**
- **Works with existing AV/PA setup**

