



**5-strong regional
restaurant group
saves £20,000 a
year by switching
to liveRES**

Introducing the regional restaurant group



Five restaurants in operation



**20,000 diners served a month
across the group**



**Previously using a third-party
booking platform**



**Keen to take ownership of
its branding and marketing
campaigns**

“Cost is important, but actually more important to us was the support of our business strategy, which is customer communication and operational support.”

Managing Director,
Regional Restaurant Group

The Zonal solutions used



liveRES Tables+



Aztec EPOS



Loyalty



Gift Cards



**FeeditBack Guest
Feedback**



**KitchenIQ Kitchen
Management**



**iServe Handheld
Ordering**



**Acquire Purchasing
Management**

The business challenge

Our client had been using a third-party booking platform as a customer reservation tool for a number of years. However, as the business began to expand, the Managing Director realised that the third party were more interested in looking after their own benefits rather than helping the restaurant group.

In particular, he began to question their reservation platform provider around key areas, such as:



Pricing policy: a hefty commission was being paid for each booking received



Operational benefits: it wasn't possible to get a real-time update of table availability and no-shows were eating into profits



Customer communications: the third-party email template was inflexible and restrictive



Branding and ownership: the restaurant group felt that the platform provider was interfering in the relationship between them and their customers



Flexibility and responsiveness: the third party wanted to maximise their own opportunities, not the restaurant group's profitability



Key achievements

£20,000

saved in a single year by paying flat monthly fees rather than commission



Live in-session view of bookings, walk-ins, wait lists, and meal stages gives accurate, real-time availability



Complete autonomy over branding and marketing



Seamless customer experience with no intrusive third-party logos or promotions



Operational efficiency to maximise table occupancy



Great flexibility for customers to amend or cancel bookings

The solution



“Our experience with Zonal, and what they have been doing elsewhere, gave us complete confidence that we would have a robust system.”

The restaurant group made the switch to liveRES, which enables them to accept real-time bookings online and automatically update a central and easily-accessible online diary.

By making this move, they could take advantage of a range of liveRES features:

- A flat monthly fee, with no commission for each booking and no nasty surprises
- Complete freedom to brand their marketing material as they wish
- 100% ownership of their customer data and diner insights
- By linking to EPoS, they get live in-session updates
- Reminder emails can be sent to diners to limit the number of no-shows

“One thing that liveRES enables us to do is that we have a nice branded email that goes out where we can put all our key information – menus, sales offers, think about Christmas, try our other restaurants – all of that. With our previous provider it was very difficult to do that because you’ve got fixed boxes to put stuff in, so you can’t fit in everything that’s important.”



Results



Bigger profits: By swapping commission per booking for a flat monthly fee the restaurant group saved £20,000 a year



Live in-session functionality:
“The live view of the customer is one thing liveRES has over its rivals. From seated to starters and mains, it all shows up in the system and is linked to EPoS. You can see where diners are in their meal and when a table will become available, which you don’t get with other systems.”
- Managing Director, Regional Restaurant Group



Brand ownership:
“The whole issue of customer communication is enhanced with liveRES. For us that’s been critical. We’ve increased our profitability by managing our customers, by communicating effectively with them. The money speaks for itself, but the real distinction is the customer relationship. You’re in charge of your own brand, and your relationship with your customer. You haven’t got a third party interfering, that’s the key thing.”



Fewer no-shows:
“We noticed that one restaurant in particular had much worse no-show rates than the others. This was simply because we hadn’t activated the reminder emails, which just goes to show that it really was the liveRES functionality that had made all the difference.”



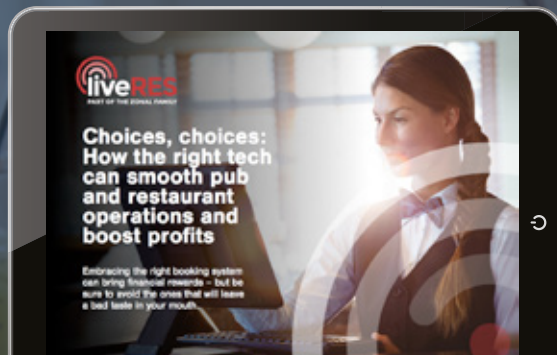
Maximum table occupancy:
“It’s very easy for customers to cancel, and that’s great. Previously people would try and call and the line would be busy, or they’d show up and tell you that it’s now four for dinner and not six, and you’ve lost a table. But with liveRES diners go online, change the numbers in a click, and it’s done automatically. That’s been really powerful.”



Learn how Zonal's extensive and professional range of business solutions has helped other customers in the hospitality sector – **and discover how it could help yours.**

Find out more about how **Tables**, our online booking and table management system, **gives you control of your operations.**

LEARN MORE ABOUT TABLES



READ OUR CASE STUDIES

Want to launch a loyalty scheme? Fix stock control issues? Install EPoS? Zonal has the solution you need.

SEE OUR PRODUCT RANGE



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