




Mitchells
& Butlers

**Mitchells & Butlers
picks up 27,000
bookings per
week with liveRES
Bookings by Phone,
powered by IOVOX**



A large, stylized red quotation mark graphic is positioned above the main text.

“Every missed booking didn’t just mean losing income – it also meant our customers were left disappointed. We wanted a system that could capture every booking and offer customers a superior booking experience at any time of the day or night.”

Dave Blackhurst, Operations Director M&B

Introducing M&B



Founded in 1898 with the merger of two Midlands brewing and pub empires



Operates around 1,700 pubs and restaurants across the UK



Incorporates 17 brands across its portfolio



Constantly innovating to remain the venue of choice for a relaxed meal

Zonal solutions



liveRES Bookings by Phone, powered by IOVOX



liveRES Tables

Key achievements



An integrated telephone booking system available 24/7 allows customers to book with confidence at any time of day or night



On average 128 bookings a month generated per site through the solution

+86,000

This equates to an impressive 86,000 covers per week for M&B



A high conversion rate and excellent customer feedback shows customer satisfaction



The automated system means far lower running costs and more time for staff to offer a great experience to on-site customers



The intelligent system offers customers real-time availability and alternative booking slots in case the one they have selected is unavailable

The business challenge

M&B was aware that their telephone booking system wasn't as efficient or effective as they wanted it to be. Calls would initially go directly to venues, but answering phones to take bookings was problematic during peak times as staff would be pulled away from serving diners at the venue.

Unanswered calls would then bounce through to a central reservations office, which was expensive to run and didn't offer 24/7 coverage.

The system wasn't ideal for customers trying to book, compromised the experience of in-venue customers, and meant M&B missed out on vital revenue opportunities.



The solution

Following a trial at selected venues, M&B rolled out IOVOX in 850 sites – about half of its estate – across six brands:

- Miller & Carter
- Browns
- Harvester
- Vintage Inns
- Premium Country pubs
- Toby Carvery

liveRES Bookings by Phone powered by IOVOX uses online booking technology to create an automated phone conversation with each customer looking to make a booking. It captures key information by asking questions such as: “What date would you like to book for? For how many people? What time would you like?”.

- Bookings are processed according to real-time availability
- Information is automatically shared across the booking platform to update all integrated systems
- If the desired date and time isn’t available, the system will offer the closest available slots
- Confirmation of each booking is sent by SMS

Through the liveRES partnership, the IOVOX telephone booking system costs a small flat fee per restaurant per month for round-the-clock coverage – with no commission to pay for each booking received. Set-up costs start from just £100, which means operators love it just as much as customers do.



“In the highly competitive hospitality industry, venues can’t afford to miss bookings or leave customers waiting. We help operators to capture every booking and maximise their revenue, while providing an excellent customer experience.”

Wyem Dardouri, EMEA Sales Director IOVOX

Results



24/7 diary management across all booking channels with minimal expense



High conversion rates, with each site averaging 128 bookings per month



Huge additional revenue, with approximately 86,000 covers booked per week



No more missed bookings – and no more frustrated customers who book elsewhere



Vast reduction in costs for a round-the-clock responsive service



A great customer experience with real-time booking options



Very positive customer feedback



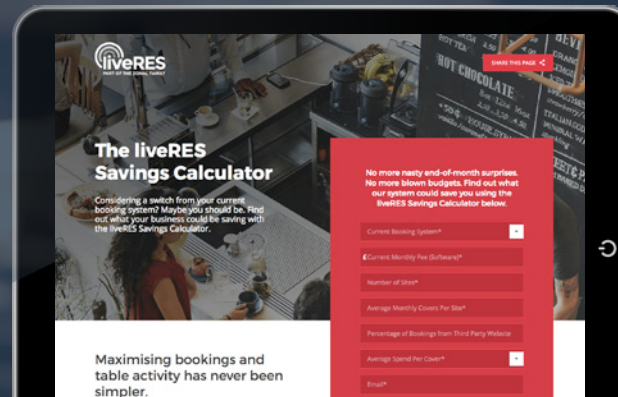
In-house staff now always free to offer great service to current diners



liveRES Bookings by Phone is about to get even smarter to offer menu options, voice recognition, and recommend alternate venues – watch this space!

Interested in boosting your profitability?

*See how much the right booking system could save you with the **liveRES Savings Calculator.***



Calculate my savings



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