Zonal

PizzaExpress increases bookings with integrated, 24-hour reservation system

Introducing PizzaExpress

» Over 450 restaurants across the UK and Ireland
» First restaurant opened in Wardour St, London, in 1965
» Committed to creating great experiences as well as fantastic food
» One of the most popular restaurant chains in the country

The Zonal Solution

» EPoS
» Zonal Bookings

The Business Challenge

PizzaExpress wanted to give customers a simple and seamless booking experience. The existing system was a mixture of separate online and telephone reservations, with staff required to pick up phone reservations and manually input the details.

Without an integrated booking system, the chain also had limited customer data and so found it difficult to offer personalised messages and experiences.

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In the hospitality industry, it is important to make sure all channels have the same availability, so a premium service is available no matter how the customer would like to book.

Siobhán Fagan, IT Director, PizzaExpress

The Solution

PizzaExpress called on the expertise of Zonal to develop a seamless, integrated solution that gave customers simple and flexible booking options.

Using Zonal Bookings means:

» A fully-integrated online and telephone based table reservation system
» Telephone reservations are processed through an automated system
» Customers have a choice of how to book
» Bookings can be made for any restaurant by phone or online 24 hours a day
» EPoS integration allows PizzaExpress to track the entire customer journey

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This fully-integrated solution has given us the opportunity to ensure the bookings journey is as slick and customer-friendly as possible, and we have seen an increase in bookings already.

Siobhán Fagan, IT Director, PizzaExpress

Key Achievements

» Customers are able to book 24 hours a day, so no business is lost
» A slick booking process has resulted in an increase in reservations
» Online and phone reservations are fully integrated into the same system
» Phone reservations are fully automated - no need for staff to pick up phones
» Data integration gives greater insights into each customer's journey and preferences

Results

» More bookings, as no reservation requests slip through the net due to unanswered phone calls
» Staff no longer have to drop what they are doing to pick up the phones, so can focus on delivering great service
» Ability to analyse the entire customer journey, from booking a table to ordering a meal and paying the bill
» Greater data around customer behaviour enables more personalised, one-to-one messaging
» More agile marketing strategies that are tailored to specific preferences
» Greater understanding of booking trends and busy periods means PizzaExpress can plan staffing and promotions accordingly

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Through these analytics we can track the customer journey, measuring demand and booking trends such as group sizes and busy periods. This helps with forward planning, and to identify problem areas to adjust.

Siobhán Fagan, IT Director, PizzaExpress

Why Zonal?

Zonal is the trusted supplier of innovative, integrated technology solutions to over 16,000 hospitality and leisure businesses. Our award-winning, UK-based training, project management and customer success teams will support you every step of the way; from project initiation right through to go live, you're always in safe hands.

Contact Us Today

Contact Zonal to discuss how our innovative range of solutions can transform your hospitality business.

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