

# Mitchells & Butlers picks up 27,000 bookings per week with Zonal Bookings

## Introducing Mitchells & Butlers

- » 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

## The Zonal solution

- » Zonal Bookings with automated phone reservations



## 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 reservation 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.



**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, Mitchells & Butlers**



# 128 extra bookings per site, per month

## The solution

Following a trial at selected venues, and closely supported by Zonal's project and onboarding teams, M&B rolled out Zonal Bookings with automated phone reservations in 850 sites – about half of its estate – across six brands:

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

Zonal Bookings' automated telephone reservations uses IVR technology to automate a reservation on the phone, enabling customers to use their key pad to select times, dates and book.

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
- » The telephone booking system is available for a small flat monthly fee per restaurant per month for round-the-clock coverage – with no commission to pay for each booking received

## 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.

## Results

The uplift in bookings – and therefore revenue – was huge. With all telephone enquiries and bookings automatically processed, there was no risk of calls going unanswered and bookings going to the competition instead. And staff were free to deliver great service to in-venue customers without being distracted by incoming calls.

- » 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
- » This equates to an impressive 27,000 bookings/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



## Contact us today

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

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