



## liveRES Bookings by Phone

### Overview

On average, 65% of calls to hospitality venues go unanswered. That's a huge amount of revenue that's being missed – and a massive amount of business that's going into the pockets of your competitors instead. Never miss out on bookings by letting an intelligent automated telephone booking system process the calls for you, 24/7.

With our liveRES Bookings by Phone solution, all phone calls are answered promptly and professionally using IVR technology. Automated questions capture the booking information as the customer enters their request via a telephone keypad. The system then checks your central reservations diary for real-time availability and if the table is available, adds the essential details onto the system immediately. Confirmation of each booking is also sent to customers by SMS.

### Features

- » **IVR smart call routing**  
Optimised and automated table reservations workflow using IVR technology, built specifically for the hospitality industry
- » **Full integration with liveRES Tables**  
Fully integrated with our cloud-based reservation diary, providing real-time information about table availability and reducing double bookings and errors
- » **Email and SMS confirmations and reminders**  
Automatic email and SMS booking confirmations and reminders are sent to the guest, once the table is confirmed in the system
- » **Intelligent table availability**  
If a table is not available, the system will suggest the next best alternative, helping you convert more enquiries into confirmed bookings
- » **Call tagging**  
Search your call history to find notes associated with any call that has been given a specific tag
- » **Commission-free**  
Available for a small flat monthly fee



Zonal's fully integrated solution gave us the opportunity to ensure the journey via the phone booking system was as slick and customer friendly as possible. We have seen an increase in bookings already through the IVR and website and will continue to work to optimise that further.

Sioban Fagan  
IT Director, PizzaExpress





**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



## Benefits



Convert missed calls to bookings and revenue – 24/7



Never compromise in-session customer service with having to pull staff off the floor to answer phone calls



Save money with our commission-free way to capture bookings, compared to a costly central reservations office



Remove the risk of double bookings and errors with integration to your central reservations diary



Faster and simpler way to taking bookings rather than your staff or customers having to call back at another time



Ensure customers never have a reason to go to your competitors

**27,000** extra bookings per week picked up by Mitchells & Butlers with liveRES Bookings by Phone

## 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.

## Further Resources

### Case Study:

Mitchells & Butlers picks up 27,000 bookings per week with liveRES bookings by phone

### Case Study:

Pizza Express increases bookings with integrated 24-hour reservation system

## Contact us today

0800 131 3400 | [sales@zonal.co.uk](mailto:sales@zonal.co.uk)  
[zonal.co.uk/phonebookingsystem](http://zonal.co.uk/phonebookingsystem)