



liveRES Online Booking System

Overview

45% of consumers prefer to make their bookings online compared to 20% who prefer the phone. Zonal's online booking solution, liveRES, allows reservations to be made online on any device at any time of night or day, helping you maximise your capacity and improve profits.

Our online booking widget shows real-time availability at your venue, eliminating the risk of double bookings whilst email and SMS table booking confirmations and reminders ensure no-shows are kept to a minimum.

Fully customisable to your brand, the liveRES online booking solution ensures only your branding and logos are seen and not those of any confusing third parties. As you own 100% of your customer data you can build a detailed picture of your customer and their preferences. This level of customer insight allows you to make informed decisions and create personalised marketing campaigns.

Features

» Fully customisable

The liveRES online booking widget is fully customisable to your brand with no confusing third-party logos or names.

» Cloud-based

liveRES is completely cloud-based which means that availability is updated in real-time, eliminating errors and double bookings.

» Customer data

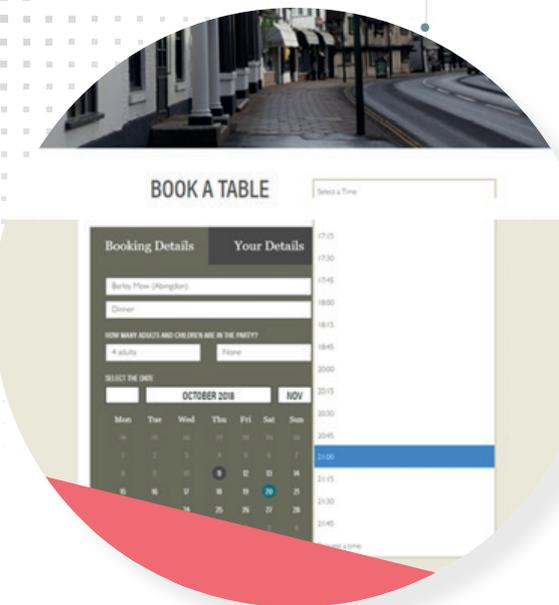
Collect valuable booking data, helping you build a detailed picture of your customers.

» Control online bookings

Identify your busier periods and reduce the number of bookable tables at your venue.

» Email and SMS confirmations and reminders

Reduce the number of no shows by sending email and SMS booking confirmations and reminders.



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Before liveRES, it was just pen and paper and potluck really. One of the main advantages is the pressure that's gone off the kitchen – plus we don't have to worry about people double-booking a table anymore!

Carolyn Jordan
General Manager, Jolly Farmers,
McMullen



» liveRES Tables integration

liveRES online bookings is tightly integrated with our table management solution – liveRES Tables, enabling you to manipulate your tables, increase capacity and increase revenue.

» EPoS-integration

Tight integration with Zonal's EPoS system enables you to join up valuable data such as visit history, loyalty and spend.

70% of UK adults prefer to use a restaurant's own-branded website or app.

Source: GO Technology



Using liveRES meant we could open with confidence, knowing that we had full control over volume and flow of bookings. We could protect ourselves from any potential negative customer experiences due to overbooking, which in turn led to a totally successful launch.

Adam Pierce
Founder, Butcher & Catch



Benefits



Enable customers to make bookings online 24/7 from any device, at any time.



Bookings are made in real-time reducing the number of double bookings and errors made.



Reduce the number of no-shows by sending email and SMS table booking confirmations and reminders.



Increase customer engagement by customising your booking widget and confirmation emails with your own branding



Control the volume of bookings that can be made online for busier times or for when staffing is low.



Get full insight into customer behaviour and trends with tight integration to Zonal's full suite of technology solutions.



A flat monthly fee means you can take unlimited reservations without having to pay large bills at the end of the month.



Deliver the efficient service that almost half of your customers want and expect.*

45% of consumers prefer to make their bookings online*

Source: GO Technology

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:
Butcher & Catch hooks up with Zonal

Blog:
6 Ways to Reduce No-shows

Contact us today

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