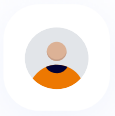


A Better Reservation System



About the Customer

Our customer was a popular Asia-based restaurant and bar. The restaurant had table capacity for 124 patrons and could host an additional 14 people at its bar.



Challenge

The restaurant owner wanted to improve operational efficiency of his staff and believed that implementing an SMS-based reservation system would free up two members of his team from spending time on the phone dealing with reservations.





Solution

MessageWhiz implemented an SMS reservation system that allowed customers to book a table. The system was connected via API to the restaurants table management platform, and chatbot handled the reservation request.

The chatbot guided the customer to make a reservation up to 14 days in advance. Customers could select the date and time for their party.

Customers also received a reminder on the day of their reservation, helping to ensure that tables weren't left open, and if their plans had changed, they were able to cancel the reservation. Additionally, a notification was sent to the customers when their table became available even if they had still not arrived at the restaurant.



Results

The restaurant owner was very pleased with the system. Missed reservations reduced significantly and their table allocation process became much more efficient. The two employees who were responsible for taking reservations were moved to other roles within the restaurant, which also improved the restaurant's operations and efficiency.

Currently, the restaurant is considering expanding their SMS functionality to take appetizer orders that will be ready upon arrival and share specials via SMS.



About MessageWhiz

MessageWhiz helps brands build one-to-one relationships with customers through messaging marketing tools, to deliver the perfect customer experience.