

How Zuma Decreased Reservation Staffing Costs by 57%



50%

REDUCTION IN ONLINE
MARKETING COSTS

57%

DECREASE IN RESERVATION
TEAM STAFFING COSTS

Founded in 2002 by Rainer Becker, Zuma offers izakaya-style Japanese dining at 11 restaurants worldwide. Based in London, the group employs 4,000+ people throughout the world.

After years of being laser focused on providing a unique and world-class dining experience, Zuma had become a global brand with a loyal following. The restaurants were full every night. However, despite the brand's worldwide recognition, the cost to keep the seats full remained high. As a result, Zuma decided to explore reservation and guest management solutions that would help them reduce per cover booking costs while building a direct relationship with these loyal guests. SevenRooms' unique technology offering was able to help Zuma address both goals with an organization-wide roll-out that included a:

- White-label reservation widget
- Seating and guest management system
- Guest CRM database with POS integration

Eliminating Fees for Direct Bookings

Zuma incorporated SevenRooms' white-label reservation widget on their website and subsequently, provided a direct link to that widget from all of their social channels, including Facebook. Zuma could now take direct reservations online, and as a result, was able to eliminate cover fees completely for guests booking through these channels. Using SevenRooms, Zuma was able to reduce their reliance on expensive third party booking and marketing services, with a 50% reduction in online marketing costs.

Forging a Direct Relationship with Guests

SevenRooms' white-label reservation widget features social login and the ability for guests to contribute dining preferences to their own profile. This capability enabled Zuma to start capturing guest data—including the publicly available data from each guest's social profiles—from the moment they booked a reservation.

This direct connection with guests at the point of reservation gave Zuma insights into their guests across the entire restaurant portfolio, including contact information, personal preferences and purchase history. Regardless of what city a guest dined in, Zuma now had the insight to provide the level of personalized service their jet-setting clientele expect, and to make new customers feel like old friends. Furthermore, with a robust guest database, Zuma had new opportunities to build relationships post-service through targeted marketing and communications used to encourage repeat visits.

The ROI from SevenRooms was greater than we imagined. With SevenRooms, we were able to reduce the costs associated with third party booking fees and the cost of staffing our reservations team by more than 50%. There is no other system on the market that could have gotten us these results, and we certainly couldn't have done it alone.



Louisa Gavin-Cowan

Group Reservation & Communications Manager,

Driving Staff Efficiency

Zuma also realized cost savings through new staff efficiencies. Most notably, Zuma's reservations team no longer spent hours manually creating guest profile reports before service. These reports—previously pulled from several different systems—are now automated through SevenRooms. The reservations team was also fielding less phone calls as all inventory was made available via free online channels, including their primetime slots. These changes resulted in a significant reduction in headcount, saving Zuma more than 57% on their yearly reservation team staff costs.

SevenRooms' open and connected approach to restaurant technology enabled Zuma to achieve its goals. The end result was significant cost savings across the organization, while simultaneously enabling the Zuma team to provide high touch hospitality to improve the guest experience.



SevenRooms

a DoorDash company

Ready to increase your online bookings with a partner that makes you a priority every day?

sevenrooms.com

sales@sevenrooms.com

212-242-5607