brotzeit.

Brotzeit® Drives $291K SGD of Incremental Revenue in 1 Year Across 4 Singapore Venues

$89K
SGD Saved with Direct, Commission-Free Covers in 1st Year with SevenRooms

$291K
SGD Additional Revenue Generated via Automated Marketing Emails

$3.27
SGD Incremental Revenue Earned per Email Sent

Founded in Singapore in 2006, Brotzeit® has grown into one of the world's leading German casual dining franchises. Currently operating 13 outlets across 5 countries, the restaurants are known for their world-class beer list, convivial atmosphere and family-style dishes.

Going into 2020, Brotzeit® saw a steady flow of reservations and walk-ins plus plenty of loyal regulars. Unfortunately, they also had a tech stack as tall as a beer stein. Working with multiple reservations systems and loyalty programs at once made processing bookings difficult and consolidating guest data nearly impossible. Time-consuming, manual marketing outreach placed further strain on their operations.

As the ongoing pandemic brought shifting regulations and staffing shortages, Brotzeit's® four Singapore locations shifted temporarily to a takeaway model. The leadership team took this time to seek a single technology partner that could provide a unified view of their guests and a better understanding of their relationship with the brand once on-premise operations resumed.

SevenRooms' unique technology offering was able to help them achieve this goal through:
   / **Direct, commission-free reservations**
   / **Full ownership of their guest data**
   / **POS-integrated reservation & waitlist management**
   / **Guest feedback & review aggregation**
   / **Marketing automation tools proven to drive repeat business**

> "Before SevenRooms, utilizing multiple reservation systems at once made for scattered data collection and operational headaches for our team. Now, not only do we have a consolidated view of our guests; we have the ability to follow up with each one automatically, strengthening those relationships and generating passive revenue in the process.
>
> **Gerhard Lanyi**
> *Brotzeit® International*

Free-Flowing Bookings — and Data

After 15 years in operation, Brotzeit® had a great reputation and a sizable local following. Yet working with multiple third-party marketplaces—each charging cover fees — made guest acquisition costly. By incorporating SevenRooms' white-labeled reservation widget across each

venue's website, Google listing, marketing emails and social pages, guests could book directly through those owned online channels. As a result, Brotzeit's® four Singapore locations realized a cumulative savings of ~$89,000 SGD over their first year with SevenRooms.

With this direct reservations solution in place, guest contact info could be collected immediately upon booking. SevenRooms' virtual waitlist technology also enabled Brotzeit's® walk-in guests to join the queue for a table by scanning a QR code near the host stand, creating another opportunity for valuable data capture.

The ability to display reservation availability and wait times for multiple locations at once encouraged crossover bookings and kept more business within the group. On top of creating a more seamless guest experience and eliminating third-party commissions, Brotzeit® was able to grow their CRM database automatically through these direct channels.

Tapping into Guest Sentiment

Prior to working with SevenRooms, Brotzeit® had great difficulty in tracking guest feedback and reviews. Each of their third-party reservations providers solicited feedback directly from guests, sharing it with the restaurants either sporadically or not at all. Most of these communications were inherently reactive and initiated only in response to customer service issues.

> "SevenRooms gives us a process-driven way to track customer behavior and keep a pulse on guest sentiment. The immediate, automated responses to both positive and negative feedback help us improve our service and allow us to quickly rectify any less-than-stellar guest experiences.
>
> **Gerhard Lanyi**
> *Brotzeit® International*

With SevenRooms, Brotzeit® gained greater visibility into guest sentiment. Surveys were sent to every guest after every dining experience, automating what had previously been a painstaking manual process. Consolidated venue- and group-level reporting tools provided the team with an aggregated view of feedback and reviews, the close monitoring of which has facilitated their guest recovery and retention efforts.

Another Round

SevenRooms' seamless integration with their POS system, Revel, also allowed the team to track item-level diner spend. Armed with a 360° view of guest sentiment and behavior, Brotzeit® could effectively segment their CRM database to power hyper-targeted marketing campaigns and track their performance.

Leveraging SevenRooms' full library of pre-built automated marketing emails, they created new guest touchpoints without lifting a finger: thanking first-timers, repeat guests and positive reviewers; re-engaging lapsed diners, providers of negative feedback, no-show guests and late cancellations. They sent 81,000+ emails over their first year on the platform, generating an average of $3.27 SGD per email. Collectively, these communications yielded $291K SGD of additional revenue for the four venues.