Brodeur's BISTRO

How Brodeur's Bistro grew their business with Automated Marketing

$3,800
Revenue Generated Through One Month of Marketing Automation

9K
New Guests Added to Client Database in First 6 Months

Opened in June 2013, Brodeur's Bistro offers a blend of Montreal and New Orleans cuisine in Abbotsford, BC, just outside of Vancouver. Going into 2020, they had a loyal local following. Brisk weekend business meant that they only accepted walk-ins. But with the pandemic came capacity restrictions, and their clientele sought the peace of mind that came with advance bookings.

As a result, Brodeur's Bistro decided to explore reservation and marketing solutions that would help them effectively meet the changing needs of their clientele, while building a direct relationship with these loyal guests. SevenRooms' unique technology offering was able to help them address both goals through:

/ Waitlist and reservation management
/ Marketing automation
/ Guest CRM database with POS integration

> "Normally when you have a high volume, you can't reach everyone personally. But with the SevenRooms automated email campaigns activated, nobody is falling through the cracks. It saves me time and makes every guest feel like a VIP."

David Haffner
General Manager, Brodeur's Bistro

A Smoother Guest Experience

The introduction of reservations to their existing waitlist operations made it difficult to run their operations on gut instinct alone. Variable turn times meant inaccurate quoted wait times, frustrated staff, and unhappy guests. Utilizing SevenRooms software to seamlessly process their waitlist and bookings in one place, Brodeur's Bistro was able to keep operations running smoothly even on their busiest nights. Plus, these efficiencies meant they were able to accommodate additional guests on what had previously been their slower days and times. In the process, they added over 9,000 new guests to their client database in the first six months of working with SevenRooms.

Maintaining Guest Satisfaction

Through the automated review and response email campaigns within SevenRooms Marketing Automation, Brodeur's Bistro was able to solicit and immediately respond to all guest reviews. For satisfied and unsatisfied guests alike, this provided the reassurance that their voices were being heard. For the management team, the automated emails gave them back much needed time in their day, while helping them understand the individual experiences of guests at their restaurant and enabling them to do additional follow-up as needed.

A Stronger Guest Relationship

With the help of SevenRooms' marketing automation tools, Brodeur's Bistro was able to realize the full ROI potential of sending campaigns like the above. In the first month alone, these emails drove nearly $4,000 in additional revenue. With SevenRooms constantly evaluating the performance and refining the copy of these campaigns, Brodeur's Bistro was able to retain guests that they otherwise may have lost. And with a robust guest profile created for everyone in their ever-growing client database, they have endless opportunities for future engagement.

Interested in learning how SevenRooms can help your business with more efficient waitlist management, review aggregation, and marketing automation tools proven to build stronger guest relationships and boost revenue?

Reach out today to **schedule a demo**.

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