



## Worldwide Hotel & Resort Brand Uses SevenRooms Across All F&B Outlets

95

Outlets Fully Operational

60

Second Reservation Booking Across Properties

4,000

Bookings Per Month From Concierge Portal

20%

Reservations Come From Online Booking Widget

### Problem: Luxury hospitality brand was serving millions of guests through slow, archaic technology.

One of the most luxurious and innovative hospitality brands in the world was winning travel & tourism acclaims across its properties. But despite its expansion, the hospitality group was operating its food and beverage (F&B) outlets on reservation and seating management technology from the '90s.

“We lacked a centralized guest database, and the hardware at each property’s host stand was slow and archaic,” explains their F&B Project Manager. At the time, 70% of tables were booked through the brand’s call center. The situation was highly inefficient and time intensive. Emails had lengthy response times; calls led to voicemails with their own lag time; and searching availability across properties meant visiting each site in a new browser tab.

When the booking barriers of this legacy technology outweighed the comfort of the status quo, the brand’s VP of Technology began an 18 month evaluation process to find a new vendor.

### Solution: Group turned to innovative, responsive SaaS provider for central database and easier operations.

The hotel brand’s VP of Technology found SevenRooms in 2016 through industry word of mouth and settled on a pilot for two restaurants. For four months prior to rollout, SevenRooms led regular planning meetings with the hospitality group’s project managers and IT teams.

“Make sure you have strong support from IT on the hotel side to help connect systems,” their F&B Project Manager advises. “Once you clearly define the needs of your outlet, SevenRooms can deploy the system. And they’re very thorough with trainings and online video refreshers.”

“In the past [before SevenRooms], you’d be reading 10 lines of text about allergies, celebrations, and preferences. Now, it’s short, snappy, and eye-catching. Guest and reservation tags are color-coded, letting us really get to know a guest across properties.”

**F&B Project Manager**

Worldwide Hotel & Resort Brand

The initial rollout applied to over 70 properties across the portfolio. The SevenRooms team traveled across the globe to provide a full month of ground coverage, performing rollouts of four new restaurants each night. From there, implementation expanded to the remaining restaurants, lounges, and bars in other cities.

Training also extended to the call center, where today, 30 representatives take reservations and report on volume and conversions using SevenRooms. They have access to cross-property search functionality and book across the portfolio faster than ever before. The group's business analytics team also uses the platform to run stats on guest spend, and the marketing team uses it heavily for conferences and events, booking advanced payment for 500-600 reservations each night.

## **Benefits: Colleagues and guests alike experience easier reservation booking and in-service dining experience.**

**Here are five ways the hospitality group's operations transformed with SevenRooms:**

### **/ Guest Profiles**

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### **/ Point of Sale Integration**

By integrating the reservation platform with the point of sale, the group is able to automate the collection of spend and item order history directly on to the guest profile in real-time. This provides valuable insight into guest lifetime value and preferences, which is useful to the front of house during service and for marketing following service.

### **/ Reservation Statuses**

With such large resorts, it's often difficult to keep track of guest movement across all of your properties. The group implemented SevenRooms not only at the F&B outlets, but also at the security entrance to mark reservations as "Arrived." This alerts the host stand and gives them time to read any accommodation notes and prepare for the guest's arrival.

### **/ Concierge Interface**

"This is one of the unsung heroes for SevenRooms," shares the F&B Project Manager. "It has proven very helpful for converting bookings. The team uses this feature to market seating availability through VIP booking channels. Since they deployed it, they've started averaging over 4,000 bookings per month through that single channel."

### **/ Reservation API**

The group integrated SevenRooms' Reservation API into their mobile loyalty application to enable a seamless booking experience for their most valuable guests.

**Ready to increase direct bookings and make reservations easier across all of your properties?**

Reach out today to [schedule a demo](#).

[sales@sevenrooms.com](mailto:sales@sevenrooms.com) | 212-242-5607 | [sevenrooms.com](https://sevenrooms.com)