Fire & Vine Expects to Save $1.5M Across 8 Restaurants Using SevenRooms

8
Properties

138
Unique Users

870K+
Reservations with SevenRooms

> "SevenRooms optimizes the guest experience AND the operator experience. It's built from the ground up to help me run my business more effectively. Old platforms put themselves at the center; they cultivate and keep the guest data. I like the fact that we have more control now."
>
> **Chad Mackay**
> *CEO of Fire & Vine,*
> *Hospitality*

Fire & Vine Hospitality is a Pacific Northwest-based hospitality management company. The Hospitality team is responsible for overall operational leadership, culinary expertise and product sourcing, as well as marketing and technology support for each of the properties in the company.

Building deep guest relationships has been critical to the group's success. For Fire & Vine, that means having the right data at the right time across all properties, and being able to easily access that data during service. This concept is vital to the group because 20% of guests dine across two or more properties.

Previous Vendor Was Costly and Goals Weren't Aligned

Chad Mackay knew he had a problem: all of his properties were operating on an old reservation system that didn't connect acrossmultiple venues. Anytime a loyal guest from one location dined at a different property in the group, they looked like a stranger to the host stand. The team wanted insight into past visits.

On top of that, the business model of their previous vendor competed directly with Fire & Vine's. Mackay found his restaurants were being deprioritized by the supplier, whose main goal was to drive guests back to its own platform. For 10 years, they had been resold reservations generated through their own marketing channels with cover costs.
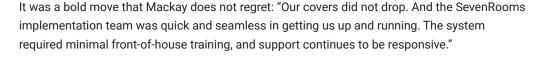
"The monthly cost of paying for those reservations was dramatic — even when guests booked directly on our own restaurants' websites and social channels," says Mackay. "We had to make a change."

SevenRooms Enables Cross-Property Data Sharing

Today, Fire & Vine has eight restaurants using SevenRooms. Initially, the group debated whether to wean off of their old system slowly, allowing an overlapping time period with a new system. After talking to peers in the industry, they decided to cut the cord and start fresh.

It was a bold move that Mackay does not regret: "Our covers did not drop. And the SevenRooms implementation team was quick and seamless in getting us up and running. The system required minimal front-of-house training, and support continues to be responsive."

SevenRooms highlights the most relevant guest data for the group's FOH teams and it automates communication to guests with each restaurant's branding front and center — whether it's a reservation widget on a website, confirmation and reminder emails, or feedback emails post-service.

Every piece of the data is owned by Fire & Vine, explains Mackay "We're building a database for long-term data-mining and marketing." Each guest has colored tags for client type, dietary restrictions, profession, preferred drink, and seating area. These tags are visible across all properties.

Fire & Vine Expects To See $1.5M in ROI Across 8 Properties

Mackay's confidence that SevenRooms is the right decision comes down to the bottom line: "Our ROI with SevenRooms has been tremendous. On a five-year run rate, we've pocketed **$1.5 Million in savings**. It's partially about saving by eliminating cover costs with our previous provider, and it's partially about getting upside revenue opportunities through data."

"I love SevenRooms because I can take care of quick reservations from my phone, or pop notes into an existing reservation," says Mackay. "I can also get VIP reservation and on-site arrival alerts. Or look into any meal where a compliment or complaint came in and see exactly what they ordered the night before."

/ Point of Sale Integration
SevenRooms integrates with both Micros and Toast — the two POS systems used across the hospitality group. This allows central office, back-of-house, and front-of-house staff to see a full history for guests across every property.

/ Data-Sharing and Cross-Selling Reservations Across Properties
When one venue doesn't have availability, Fire & Vine can now cross-sell availability from other locations. And, if a guest visits the hospitality group's website directly, there is a group widget that shows availability across all venues with equal priority.

"Going forward, our restaurants plan to incorporate their loyalty program, The Revelers Club, into the SevenRooms database. **Guest expectations are higher than ever, and SevenRooms enables personalized and engaging experiences across all of our restaurants.** It also provides data that helps influence everyday and long-term marketing decisions."

> " Once we switched to SevenRooms, we never looked back. The usability is so much better. It's a powerful system — but it's also easy-to-use. Our front-of-house staff loves it, and they're very vocal. SevenRooms is their number one productivity tool. "

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