



**SEVENROOMS**

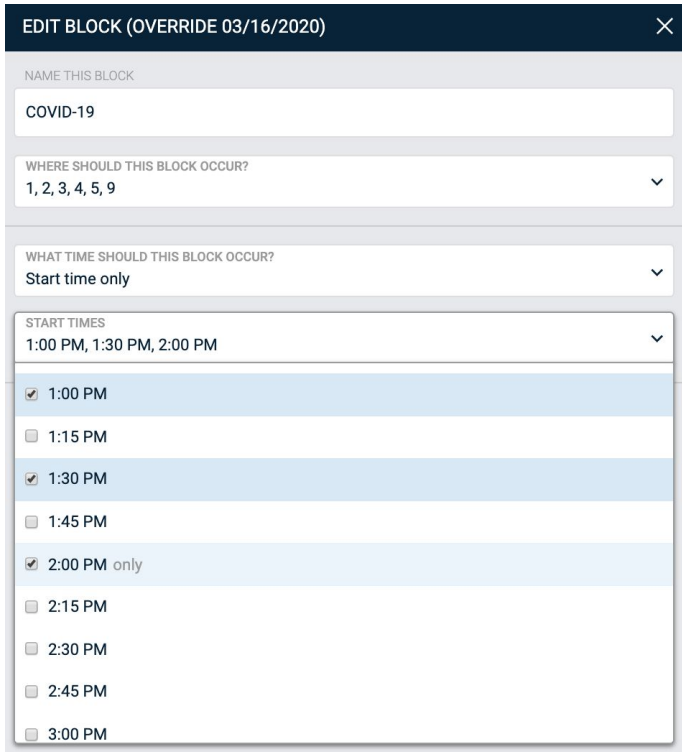
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# Lower restaurant capacity

To limit the capacity of your restaurant, we recommend using recurring start time blocks to control which tables are available and when, instead of having to make updates to the shifts or access rules.



EDIT BLOCK (OVERRIDE 03/16/2020)

NAME THIS BLOCK  
COVID-19

WHERE SHOULD THIS BLOCK OCCUR?  
1, 2, 3, 4, 5, 9

WHAT TIME SHOULD THIS BLOCK OCCUR?  
Start time only

START TIMES  
1:00 PM, 1:30 PM, 2:00 PM

- 1:00 PM
- 1:15 PM
- 1:30 PM
- 1:45 PM
- 2:00 PM only
- 2:15 PM
- 2:30 PM
- 2:45 PM
- 3:00 PM

**To configure:** Reservations > More > Blocks

[Create a start time block](#) to control and limit the available time slots on a specific table or tables.

Select the times from the dropdown that you want the table to be blocked for, leaving the bookable times unchecked.

*\*Note: Due to the high rates of cancellations, you may need to block less inventory to still achieve the desired capacity rate.*



# Turn-off reservations

In the unfortunate situation of having to completely close your restaurant for in-person dining, we recommend [using recurring blocks](#).

The screenshot shows a configuration form titled "ADD BLOCK" with a close button (X) in the top right corner. The form is divided into several sections:

- NAME THIS BLOCK:** A text input field containing "e.g. Manager Block".
- WHERE SHOULD THIS BLOCK OCCUR?:** A dropdown menu with "All Tables" selected.
- WHAT TIME SHOULD THIS BLOCK OCCUR?:** A dropdown menu with "All times" selected.
- HOW OFTEN SHOULD THIS BLOCK OCCUR?:** A dropdown menu with "Repeat on a custom date range" selected.
- Days of the week:** A row of seven checkboxes, each with a day label: S (checked), M (checked), T (checked), W (checked), T (checked), F (checked), S (checked).
- DATE:** A date picker showing "March 16, 2020".
- END DATE:** A date picker showing "April 30, 2020".
- Indefinite:** An unchecked checkbox labeled "Indefinite".

**To configure:** Reservations > More > Blocks

Set the block to occur on “All Tables” for “All times” and to repeat within a custom range.

You can set the end date, or set it to “indefinite.”

Please note: setting it to “indefinite” will prevent all guests from creating future reservations at *any* point in the future.



# Update your Reservation Widget

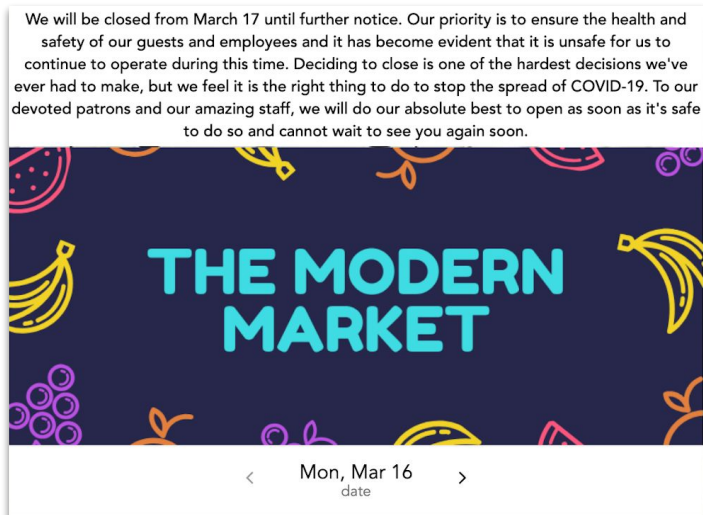
You can use your Reservation Widget to alert guests about changes to operations in your business.

**To configure:** Marketing > Reservation widget settings

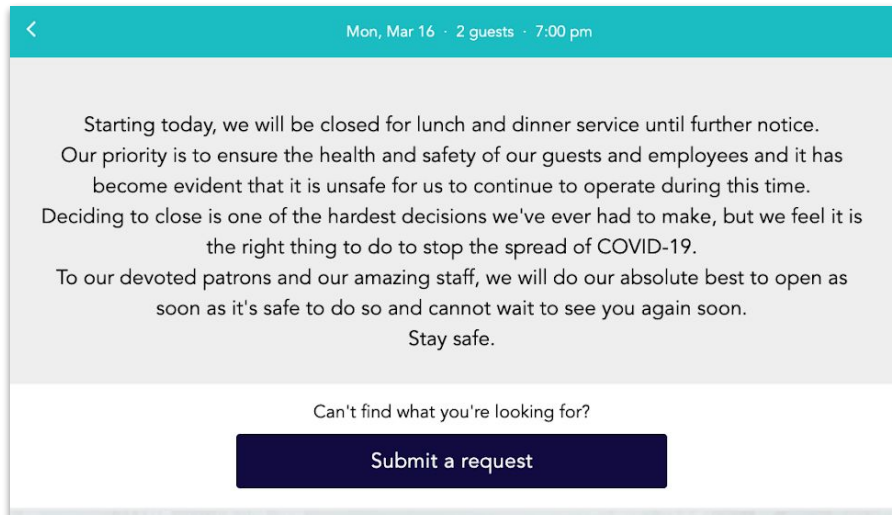
Set the “Widget Title” to a message alerting guests to the change in operations.

Set the “No reservations available for the search” to a message that would appear after a guest searches for a date that has no availability.

*Reservation widget title*



*No reservations available for the search*



# Update Booking & Cancellation Policies

We recommend reviewing and updating your booking and cancellation policies to ensure they make sense with the current situation in your area.

**3. PAYMENT & POLICY**

Follow payment and policy configured for this shift

Allow this rule to be booked on channels that do not support credit card

Require credit card with reservation booking

Yes No

**Automatic Refund**

No Refund

Full Refund

Partial Refund

**Customer can modify/cancel via link in booking notification:**

At Any Time

Never

Up until a cut-off time

**Booking Policy**

custom policy

At this time for your convenience and the safety of all guests, are offering a more flexible booking policy. However, we do ask all guests to cancel as soon as possible to increase the chances of us being able to accept another booking. Thank you for your continued support.

**To configure:** Settings > Availability > Access Rules and/or Shift > Payment & Policy

If you require a credit card for reservations, we recommend you also update your cancellation policy found in this same section.



# Sell catered meals

The Events Widget can be used not only for hosted events, but also as a way to sell inventory for to-go meals. While this can be used any day, this is an especially good option for upcoming holidays where you expected large volumes but guests may not wish to dine in public spaces.

**To configure:** Marketing > Events

Event name\*  
Easter Meal To-Go

This event is recurring

Starts  
04/11/2020 01:00 PM

Ends  
04/11/2020 04:00 PM

Images  
Drag your images here or click to upload files. For best results, [view our image size recommendations](#).

Description  
B I U [List] [Link] [Image] [Undo] [Redo]

Spend more time with your loved ones this holiday season and leave the cooking to us!  
A full meal will be expertly prepared and by our chefs and ready to be served with minimal instructions and easy

EDIT INVENTORY - PER SERVING, PICK UP 1-2PM

Inventory type  
Guestlist Guestlist tickets purchased will appear on your guestlist.

Inventory type name\*  
Per Serving, Pick up 1-2pm

Price (\$25.00)\*  
25

e.g. General Admission

Total quantity available\*  
100

Min quantity per purchase\* ⓘ  
2

Max quantity per purchase\* ⓘ  
16

Set your inventory type to “guestlist”

Name your inventory types to the pick-up times and use the price and quantity fields to allow guests to select how many meals to order.

Clone your inventory types and update the name.



# Use Public Descriptions

Use your booking widget to highlight what you are doing to keep your guests safe with public slot descriptions.

4. PUBLIC DESCRIPTION (OPTIONAL) ▼

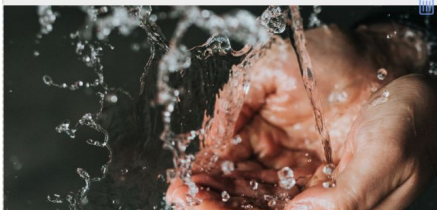
Time Slot Description

Health & Safety

Title

What we're doing to keep

Public Photo



Public long description

**B I U**

**We are committed to the health and safety of our guests and staff. To keep you safe we are ensuring the following:**

- continuing to clean & sanitize thoroughly everyday
- heightening protocol on all sanitation efforts
- educating our employees on preventative measures provided

**To configure:** Settings > Availability > Access Rules > Public Description

The Time Slot Description is what will appear in the booking widget.

The Title and Long Description will appear after a guest has selected a booking time and can provide additional information.

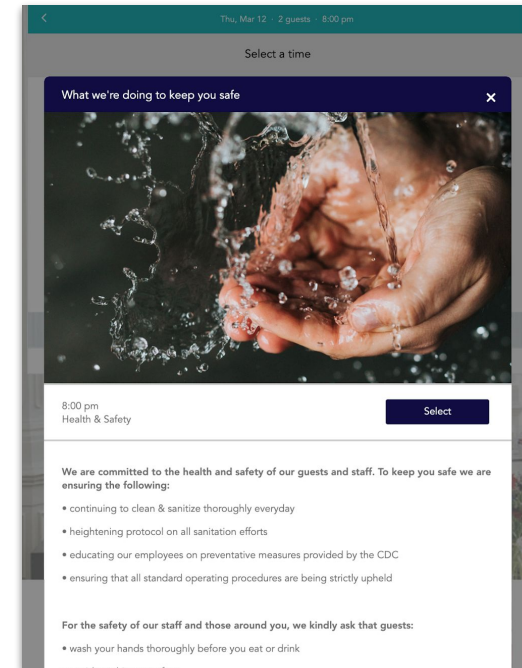
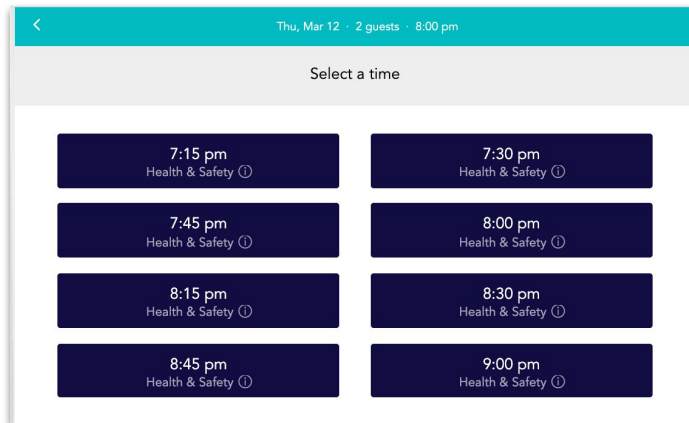




# Use Public Descriptions (continued)

This is how your public descriptions will appear to guests in your Booking Widget

[View the live example, including sample copy](#)



# Run and Export Reservation Reports

You can use the Search Reservations Report to segment and export guest lists to proactively communicate precautions you are taking, or follow-up if they've recently dined with you.

**To get started:** Reports > Search Reservations

Set your dates to a specific date, or date range, including future dates to capture upcoming reservations you want to proactively message.

Apply any tag filters and **Export** your report.

When you export, the file will include email addresses so you can easily contact guests.



DATE	CONFIRMATION #	NAME	BOOKED BY	SPEND	RES. NOTES
3/11/20	TRCE554W	Jenny Hankerson	Kevin Park	\$130	
3/11/20	TRCE52LS	Mark Cortina	OT Guestcenter	\$28	
3/11/20	TRCE54MO	Bianca McLaren	Kevin Park	\$85	
3/11/20	TRCE53M8	Daryl Kasim	Kevin Park	\$102	
3/11/20	TRCE55N4	Spencer Wagner	OT Guestcenter	\$97	
3/11/20	TRCE567K	Kaes Thukkaram	Joel Montaniel	\$105	
3/11/20	TRCE5IO	Brett Friedman	OT Guestcenter	\$92	
3/11/20	TRCE5780	Claire Morgan	Joel Montaniel	\$89	
3/11/20	TRCE51J4	Callie D'Ambrisi	Kevin Park	\$81	
3/11/20	TRCE56PS	Adam Smith	Usman Rana	\$88	

# Export your Client Database

Use email as a tool to educate and reassure guests on precautions you're taking and remind them you're open for business. Invite them back, and perhaps offer an incentive like a glass of champagne or a free appetizer.

The screenshot shows a web application interface for managing a client database. The page title is "THE MODERN MARKET(ER)". There is a search bar for venue names and a user profile for "Jacqueline Kent". The main section is titled "CLIENTS" and shows "Showing 0-30 of 121214 results". A filter menu is open, showing options for "VIP", "Visits", "Last visit", "Birthday", "Rating", "Gender", "Contact Info", "Venue", "Booked By", and "Marketing Opt In". The "Has Email" filter is selected. Below the filters is a table of client data with columns for NAME, COMPANY, SPEND, VISITS, and PROFILE NOTES. The table lists various clients with their contact information and spending history.

NAME	COMPANY	SPEND	VISITS	PROFILE NOTES
Francis Lopez		\$0	990	
Jordan Slotopolsky (VIP)	SevenRooms	\$1,076	187	Best friend of Joel. Always seat by the window. Likes L...
Mr Tim McDermott (VIP)	SEVENROOMS	\$55,547	155	Never on time, give 15 minute grace period Wife, Susa...
Shelby Silverman (VIP)	AMEX Concl...	\$308	155	big spender always have sparkling water waiting 3/6-...
Brett Ghorgan	Indie Fresh	\$34,218	132	Jamie catered their wedding @ RMECShe is allergic t...
Jusgon Ergemonov (VIP)	Coastal Rest...	\$42,758	129	tap water with lemon only Regular client. Treat well. ta...
Kawhi Leonard (VIP)	Toronto RapL...	\$28,486	114	Funny Guy
Sir Adam Nichols (VIP)	Kings County...	\$36,653	110	Friend of Sara, always comp dessert always try to sea...
Ms Ilana Brown (VIP)	SevenRooms	\$7,391	108	Does NOT like flat water. Do not offer! Dont sit near s...
Fredrock Mehgeno (VIP)	Poland Spring	\$29,774	105	Never ever send champagne
Grevos Kobbne	Louis Vuitton	\$25,261	100	
Mr Austen Ausedorian (VIP)	SevenRooms	\$5,703	100	Friend of Chef. Suggest vegetarian options to wife. Lo...

**To get started:** Web > Clients

Apply any filters or tags to create specific guest segments based off the message or incentive you wish to provide.

Be sure to include the "Has Email" and the appropriate marketing opt-out selections under the Contact Info filter.

**Export your report.**



# Example Guest Communications

*Example communications to guests to let them know what steps you have taken to ensure a safe dining experience. Consider offering an incentive to further entice guests to return. Please review and edit in accordance of your government's protocols and your company policies.*

**Subject:** We're still here

Dear Friends and Family,

Let us start with we are all in this, and will get through this, together.

We understand in times of uncertainty we prefer to stick to what we know and what we can control. To give you some certainty back when it comes dining with us at [RESTAURANT NAME], we want to share the list of precautions we took:

**Safety Protocol:**

- continuing cleaning & sanitizing thoroughly everyday
- heightening protocol on all sanitation efforts
- educating the entire team on preventative measures provided by the CDC
- ensuring that all standard operating procedures are being strictly upheld

We can guarantee that all these measures are followed by 100% of our team. And, because we are also confident our guests will take precautions to keep our staff safe; we would love to have you continue dining with us.

If there is anything else, we can do for you during this time, please don't hesitate to reach out.

Stay safe and healthy,  
GM





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