SEVENROOMS

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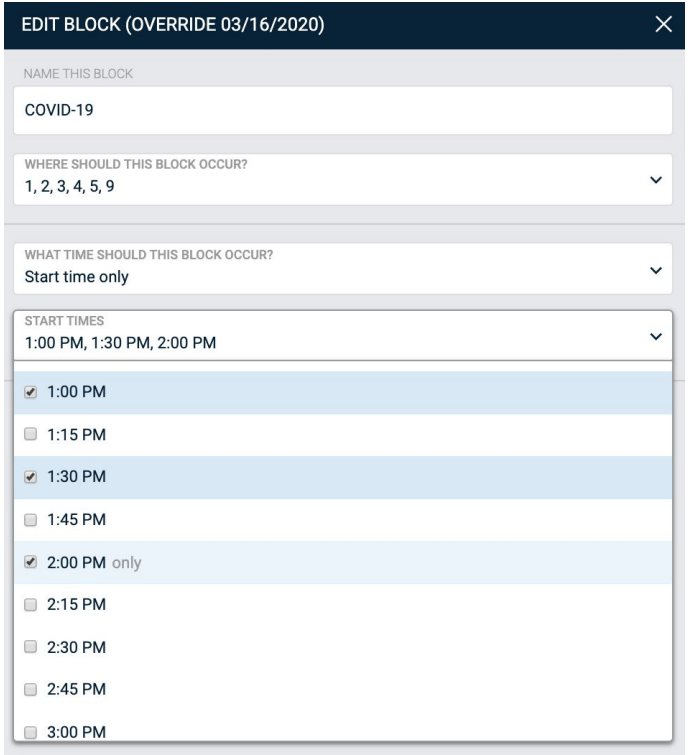
Lower restaurant capacity

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.



To configure: Reservations > More > Blocks

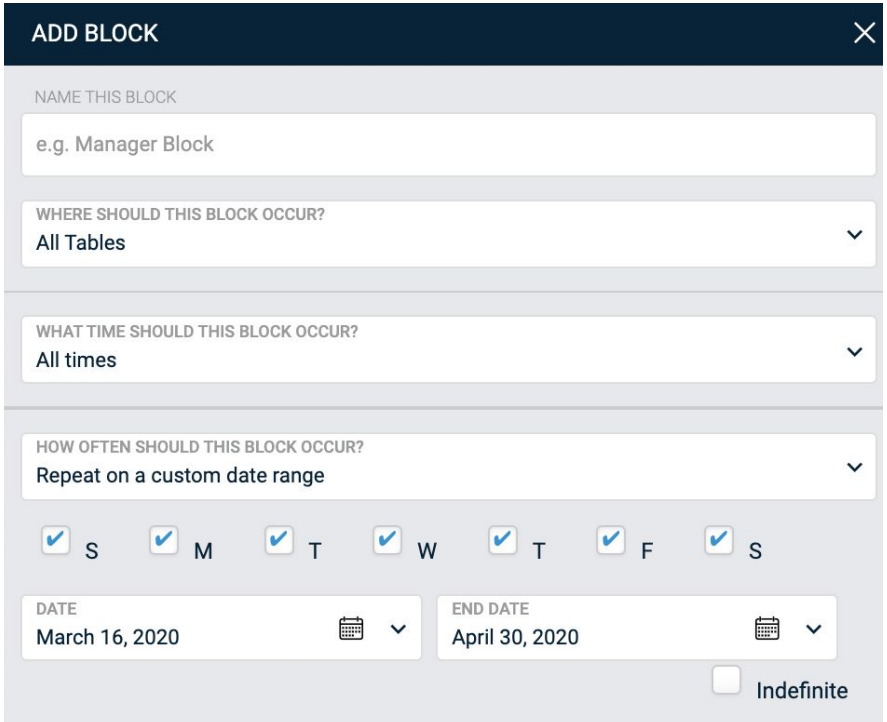
Create a start time block to control and limit the available time slots on a specific table or tables.

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.



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

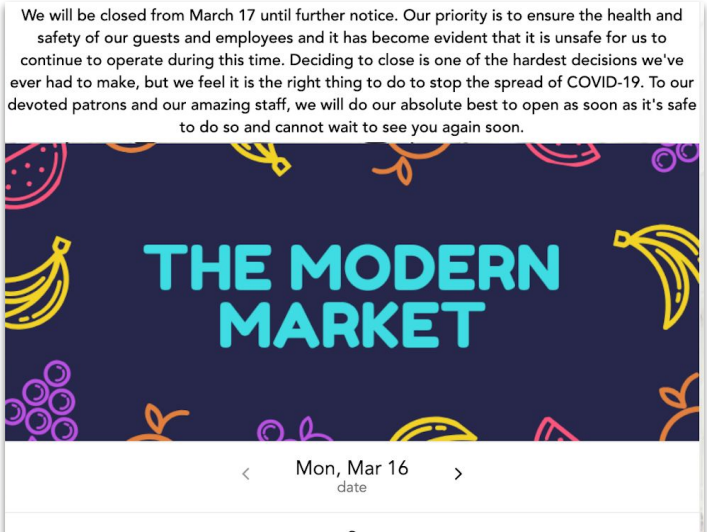
You can use your Reservation Widget to alert guests about changes to operations in your business.

To configure: Marketing > Reservation widget settings

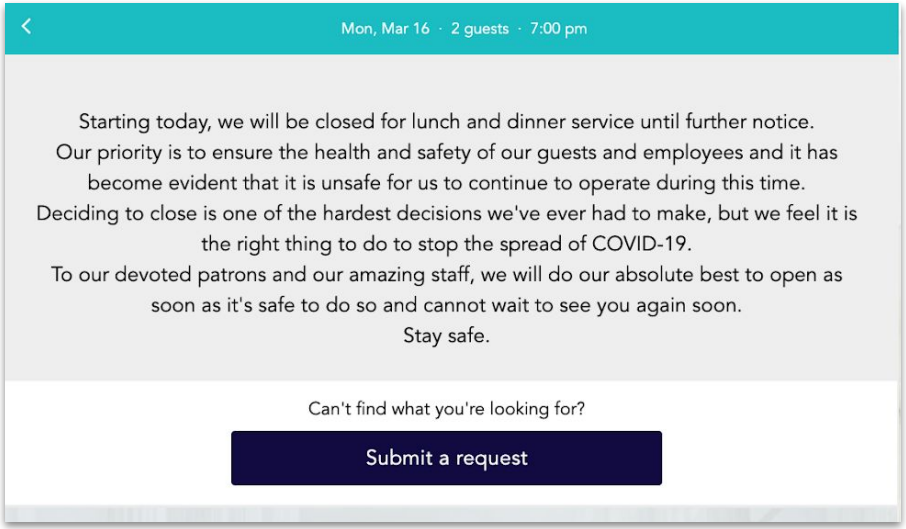
Set the “Widget Title” to a message alerting guests to the change in operations.

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

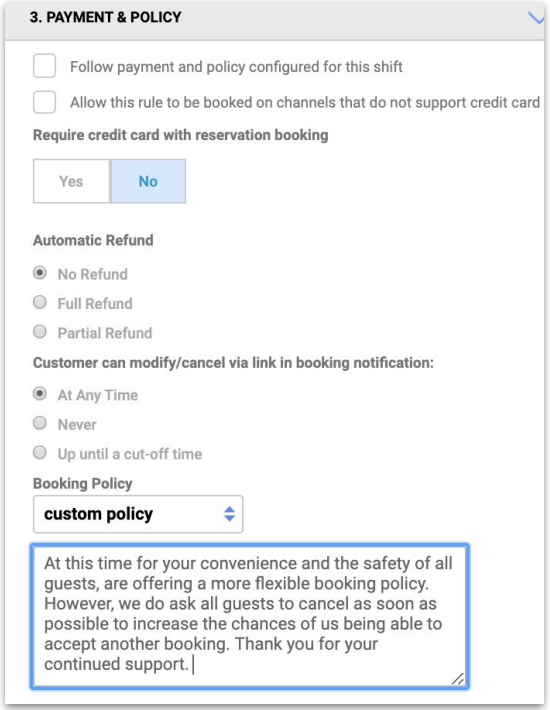


No reservations available for the search



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.



To configure: Settings > Availability >

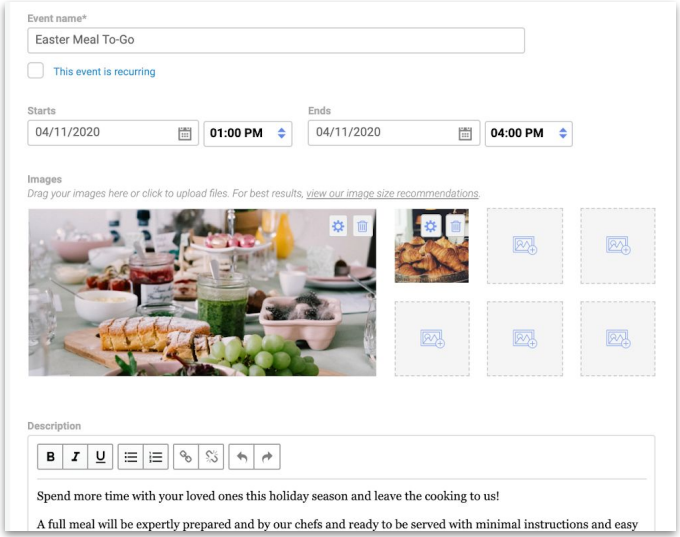
Access Rules and/or Shift > Payment & Policy

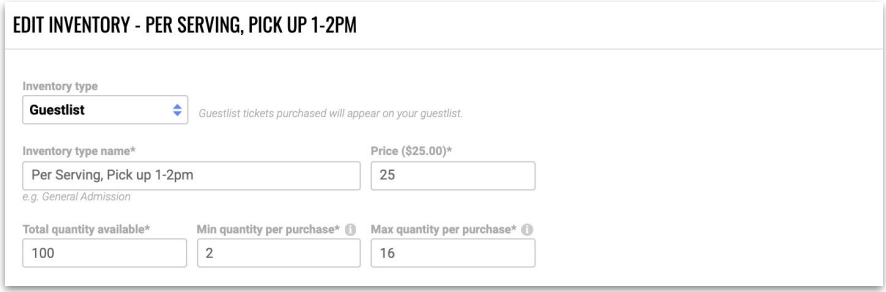
If you require a credit card for reservations, we recommend you also update your cancellation policy found in this same section.

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





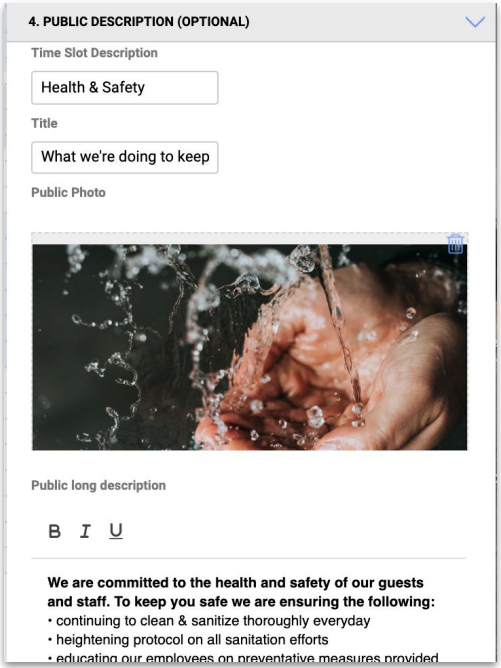
Set your inventory type to “guestlist”

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.



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

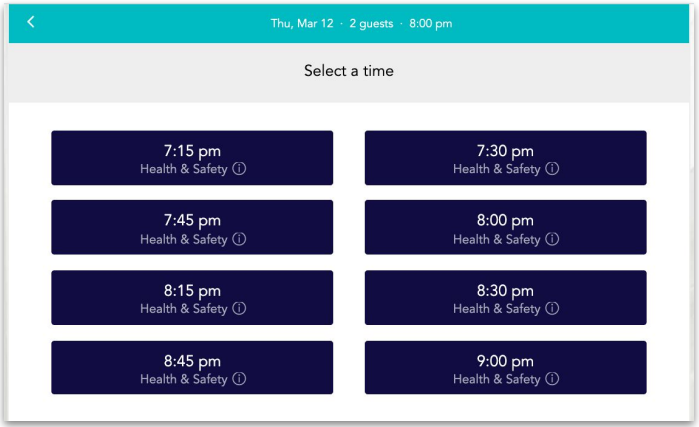
The Time Slot Description is what will appear in the booking widget.

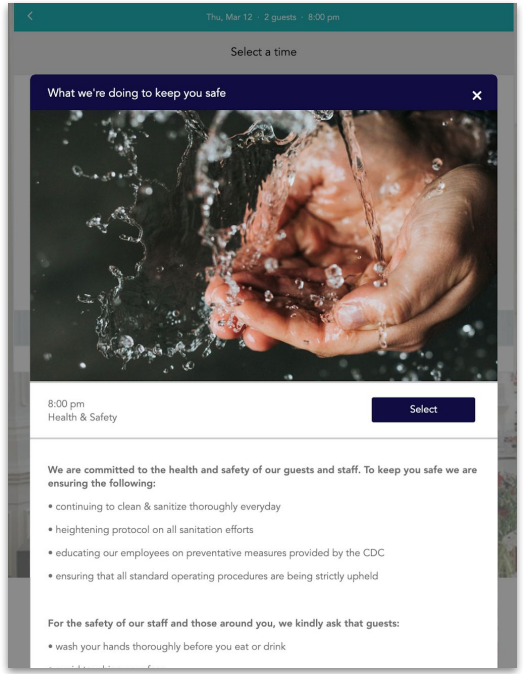
The Title and Long Description will appear after a guest has selected a booking time and can provide additional information.

Use Public Descriptions (continued)

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

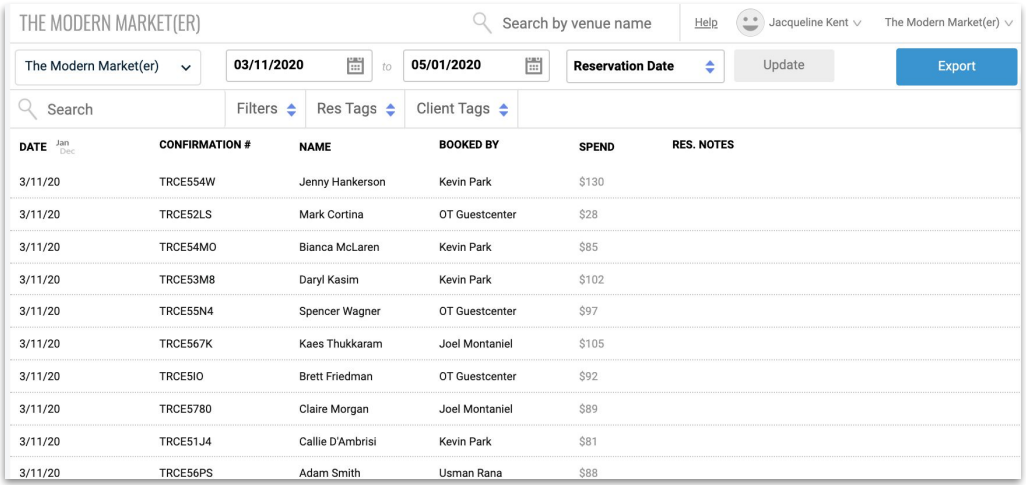
[View the live example, including sample copy]





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**

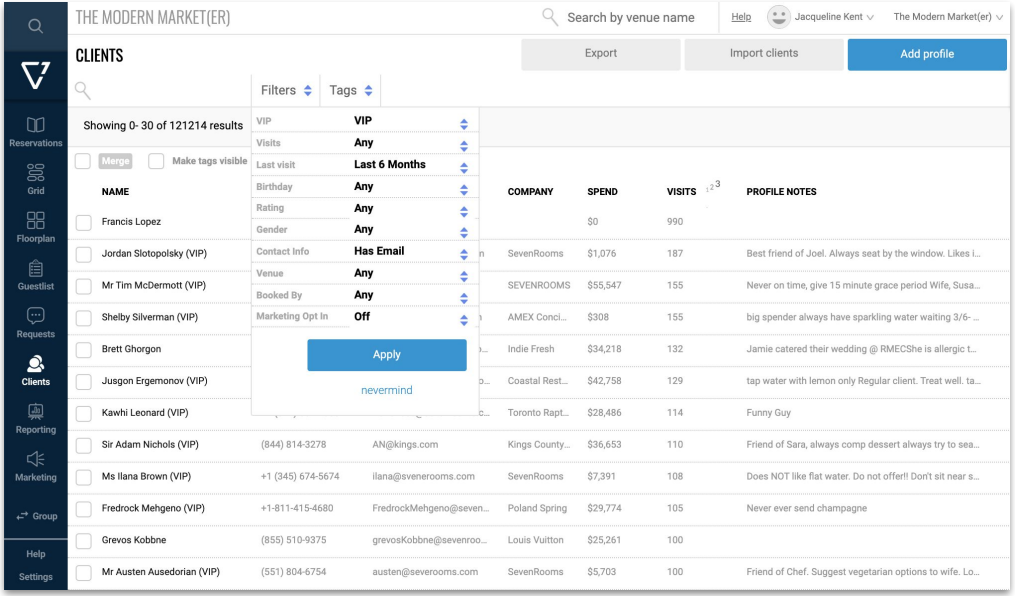
Set your dates to a specific date, or date range, including future dates to capture upcoming reservations you want to proactively message.

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

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

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.



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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