# SEVENROOMS

POWER IN NUMBERS

GETTING THE MOST OUT OF YOUR HOSPITALITY GROUP

It's true what they say — there is strength in numbers.

And the sentiment holds true for hospitality groups. With more locations, comes more touchpoints with your guests. Along with more ways to provide an exceptional, memorable experience.

Ready to take full advantage of your size and scale? Learn how hospitality groups can maximize the value of guest data and inventory across property locations.

PERSONALIZATION IS KEY
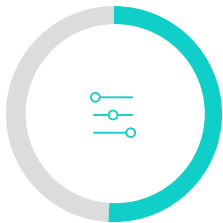
51% of guests say that a waiter/waitress remembering them from a previous visit would make dining out more memorable.*

*Turning a Meal Into an Experience: 2018 Restaurant Industry Report, SevenRooms

01
WHY SHARED DATA MATTERS

One of the biggest — and most underestimated — advantages of managing multiple properties across a number of locations is access to guest data.

There's no value in operating each restaurant, hotel or venue in your hospitality group as its own standalone business. Instead, use a centralized guest database across all properties to gain unique insights, improve guest relationships, personalize experiences and offer targeted promotions.

HOW DOES THIS HELP YOUR BUSINESS?

✓ **Treat each guest like a regular** — no matter which property they visit

✓ Recognize the **value of guests across the portfolio** and tailor services accordingly

✓ Use cross-selling to **maximize your inventory and boost revenue**

MAKING DATA SHARING HAPPEN

SevenRooms' platform supports a centralized guest database across all of a hospitality group's locations, making it easy to collect, filter and share guest data and profiles.

Leverage a centralized reservation book

Capture guest profiles and understand the value of a guest across the company

Recognize guests and tailor services and offers appropriately

Share targeted promotions to reach and keep guests

Create and filter guest tags and reservation tags at the local property and group level

LET THE DATA SPEAK FOR ITSELF

More data drives better guest experiences.
Ready to see shared guest data in action? Our Five Figs Restaurant Group example shows how leveraging guest data across a portfolio can lead to happier guests and increased revenue — it's a win-win scenario.

NAME: Five Figs Restaurant Group

RESTAURANT LOCATIONS: San Francisco, Miami, Chicago and New York

PROPERTIES OWNED: 7
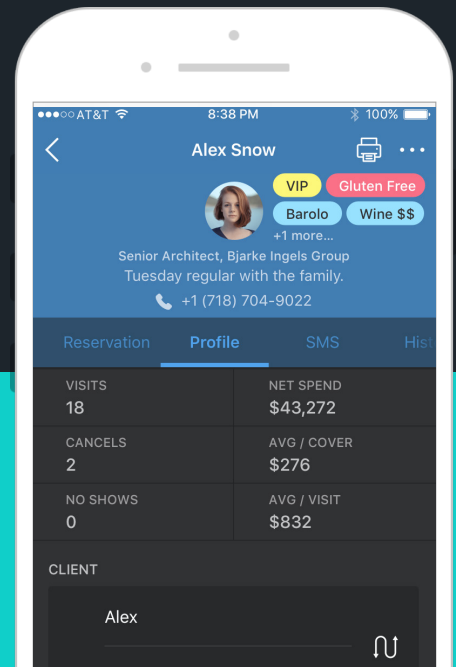
DRIVE REPEAT VISITS WITH HIGHER REVENUE

Enhance services and experiences for your guests by offering unique perks, upgrades and promotions.

DATA LEVERAGED

- Order/reservation history
- Special occasions
- Properties visited

WHAT IT CAN LOOK LIKE

Last year, Jen visited Five Figs restaurant with a group and ordered multiple bottles of Italian wines. **The staff notices she is coming to dine at another location and alerts the sommelier, who is able to review her past purchases on her profile.** When Jen arrives, the sommelier arrives at the table and is ready to recommend the same bottles or similar Italian varietals at a higher price point.

OFFER GUESTS STABILITY AND COMFORT ACROSS PROPERTIES

Gain a deeper understanding of your guests' preferences and purchasing behaviors.

DATA LEVERAGED

- Guest location
- Number of visits
- Dietary preferences

WHAT IT CAN LOOK LIKE

As a Five Figs guest, Josh's severe shellfish allergy is noted within his guest profile. **No matter which restaurant location Josh visits, the host notifies the server and chefs about his allergy.** This allows Josh to relax and enjoy a delicious meal, and provides peace of mind to the restaurant as well.

SEGMENT CUSTOMERS FOR TARGETED EMAIL PROMOTIONS

Increase guest loyalty and brand recognition.

DATA LEVERAGED

- Custom tags
- Contact information
- Method of communication

WHAT IT CAN LOOK LIKE

During her stay at the Five Figs Hotel in NYC, Rebecca dined in the hotel's restaurant and also enjoyed a cocktail at the rooftop bar. Upon returning home, **she received an email from the Five Figs Hospitality Group thanking her for her stay and offering a free round of drinks to her and a guest at a new Five Figs restaurant** location opening nearby.

02
MAXIMIZE YOUR INVENTORY

Enabling shared access to reservation inventory across your properties can improve guest experiences and unlock new ways to boost your bottom line. But to take advantage of the value your inventory has to offer, you have to first know what inventory is available across all of your locations.
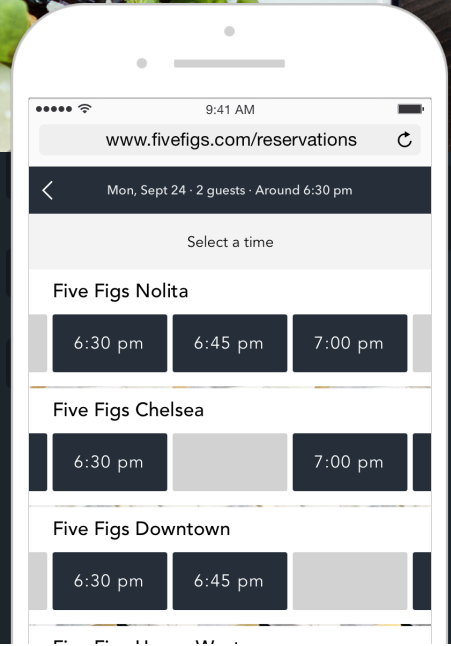
PROBLEM: A guest calls to book a last minute reservation, but the host informs the guest that the desired time isn't available and suggest they call back tomorrow to see if there's a cancellation.

SOLUTION: A hospitality group using a reservation system with multi-booking capabilities can empower internal reservation teams to search across your entire group while on the phone, suggest an opening at another location at the guests' preferred time, and book the reservation. Even if the host's restaurant can't accommodate, at least the guest is kept within the hospitality group.

PROBLEM: A guest goes to a restaurant's website to book a last-minute reservation and realize their desired time isn't available. While they know the restaurant is a part of a group, they don't want to take the time to go to each restaurant's website to try and find an opening.

SOLUTION: When the group is using a system that connects locations through one booking experience, the guest is able to see availability at other restaurant properties within the hospitality group. They find the time they need at a sister restaurant nearby and book their new reservation seamlessly.

WHAT IT TAKES TO THINK BIG

SevenRooms makes understanding and leveraging your group's inventory simple. Use the platform's capabilities to keep revenue right where it should be — in your company's pocket.

✓ **Multi-location widget** — group level access that enables searching for availability across all inventory in real-time

✓ **User-level settings across venues** that allow staff to have varying level of access for each property

✓ **Cross-sell widget** — guests can view and select a reservation or booking at other properties within your portfolio when using the online reservation system

✓ **Global reporting** across your entire portfolio

4

YOUR GUESTS GENERATE VALUABLE DATA.

Are you ready to start using it?

REAP THE REWARDS OF YOUR HOSPITALITY GROUP

SevenRooms empowers operators to create and cultivate the direct relationships with guests, that make exceptional guest experiences possible everyday. The company's reservation, seating and guest management solutions boost revenue and enable more personalized service and marketing.

Learn more at **sevenrooms.com**, or contact us at **sales@sevenrooms.com.**

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