

restaurantdiary™

Online Reservations

Yield Management

Retain Individuality

Group Functionality

Central Reservations

CRM and Marketing



Customer Satisfaction with Seating Policies in Casual to Fine Dining Restaurants

Waitlist Seating – “I have no control, I would never go to a restaurant that did not take reservations, I hate not knowing when my table will be ready.....”

Call Ahead Seating – “I may have a shorter wait.....but I don’t like it.....”

Reservation – with paper diary – “They quite often lose my booking, quite often my table is not ready.”

Restaurantdiary with waitlist and automated SMS messaging – “The restaurant respects my time, the staff know me, my likes and dislikes, I have control, I can choose a table, my table will be ready, I can plan my evening, I like this restaurant, I would use for business dinner booking.”

Make a Reservation - Windows Internet Explorer
http://app.restaurantdiary.com/ts/available.asp

FISHWORKS CHELSEA confirmed online bookings - Wednesday, 23rd January 2008

MAKE A RESERVATION


Shown below are the tables for 2 available to book on **26th Jan 2008**. Click on the time you would like and click to "Continue". You can then either choose extras or confirm the booking.

We regret we are fully booked at the time you have requested. However, we can offer you a table at the following alternative times:

- 19:15
- 19:30
- 20:30
- 20:45

CONTINUE

WELCOME...



FISHWORKS CHELSEA
212 Fulham Road, Chelsea, London,
SW10 9PJ
0207 823 3033

- >> [Concierge / PA Login](#)
- >> **Valentine's Day**
Valentine's Day
[More Promotions](#)
- >> [Make a new booking](#)
- >> [Need to amend or cancel a booking?](#)
- >> [Access your profile](#)

Would you like to check availability at another restaurant?

Cookery School by Fishworks

CONTINUE

<< Go Back...

Trusted sites 100%

Your own online link to your website

- Please visit www.onemansfish.com

Reservations Tuesday, 22nd January 2008

We are currently taking reservations by phone only for Dinner on Valentine's Weekend 14th, 15th & 16th February. Click on 'Menu' above for details.

Our opening hours are as follows:-

Lunch: M-F 12-2:30pm S/S 12:30-2:30pm
Dinner: 6-10pm 7 nights

Area:

Date:

Time: Number of People:

Booking Code (If applicable)



- >> [Concierge / PA / Parent Login](#)
- >> [Need to amend or cancel a booking?](#)
- >> [Access your profile](#)
- >> Reservation phone 020 7290 7101.

Diary, **9th Jun 2007, Saturday** Total Covers: 118 Total Spend: £0.00 Average spend per head: £0.00

Waiting List								
Date	Time	Name	Covers	Comments	Phone	Email	Check	Decline
09/06/2007	8:00 PM	Tony Bennet	2		07908 662722	tony@restaurantdiary.com	Check	Decline
09/06/2007	8:30 PM	George Bush	2		07908 662722	george@restaurantdiary.com	Check	Decline

9 Jun 2007 go to date

GO TO TODAY MAKE A BOOKING PRINT DIARY

(52) Lunch										(66) Dinner										
12:00 PM	12:30 PM	1:00 PM	1:30 PM	2:00 PM	2:30 PM	3:00 PM	3:30 PM	4:00 PM	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM	11:00 PM	11:30 PM	12:00 AM	12:30 AM

Restaurant (0)

Close out services: Lunch Dinner

1 (4)		6 - Alex Lewis							8 - Gillian Cowe											
2 (2)		Alex Lewis							Gillian Cowe											
3 (4)	11	4 - Frank Sinatra											4 - Julia Matveeva							
4 (2)		2 - Nicola Spary							2 - Eddie Friel				2 - Gordon Yull							
5 (8)		W 8 - Mike Conyers											8 - Nicola Spary							
6 (4)		W 4 - Alex Lewis							L 4 - Debbie Weston				4 - Alan Tomkins							
7 (4)		4 - Mike Conyers							2 - Chance Customer				4 - Scott Taylor							
8 (2)		2 - Alley Campbell							2 - Brandon Weston				2 - Ken McCulloch							
9 (6)		6 - Tony Bennet											6 - Frank Sinatra							
10 (2)		2 - Simon Campbell											2 - Mike Conyers							
11 (8)		8 - Julia Matveeva											8 - Alex Lewis							
12 (2)		Gillian Cowe											Tony Bennet							
14 (2)		Gillian Cowe											Tony Bennet							
15 (2)		6 - Gillian Cowe											8 - Tony Bennet							

Group Functionality at a Glance

- ✓ Group availability at a glance
- ✓ Units can act individually
- ✓ Switch selling across the estate
- ✓ Categorising of sites
- ✓ Group Reporting
- ✓ Central reservations / “Fall over” calls
- ✓ Multiple online booking interfaces
- ✓ 3rd party bookings integration

BIBENDUM



MOSIMANN'S



LUIGI MAL'NES

ping pong



Di Maggio's



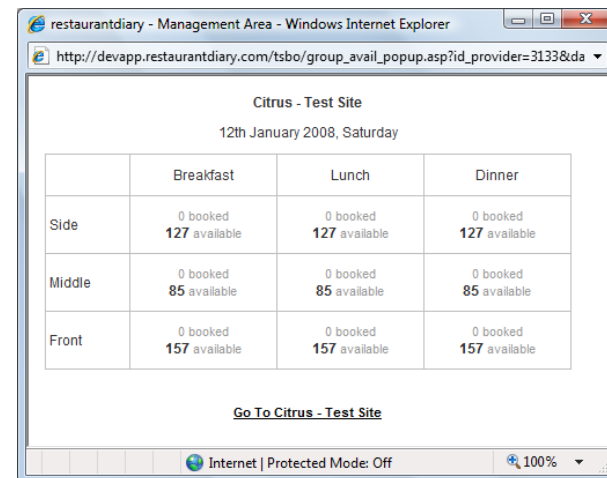
MONTPELIER'S



Ability for booking staff to see at a glance the Availability of the restaurants. Adding the option to switch sell across the estate or a group within the estate.

Focusing in on a site & day shows the individual availability per service per area.

Restaurant	Total for week	◀ ▶		Today	January	2008	GO	
		Mon	Tue	Wed	Thu	Fri	Sat	Sun
	14 / 10535	31	1	2	3	4	5	6
	8 / 10541	7	8	9	10	11	12	13
Citrus - Test Site	8 booked 7741 available	0 booked 1107 available	2 booked 1105 available	0 booked 1107 available	0 booked 1107 available	4 booked 1103 available	0 booked 1107 available	2 booked 1105 available
City Cafe	0 booked 896 available	0 booked 128 available	0 booked 128 available	0 booked 128 available	0 booked 128 available	0 booked 128 available	0 booked 128 available	0 booked 128 available
Mijas	0 booked 1904 available	0 booked 272 available	0 booked 272 available	0 booked 272 available	0 booked 272 available	0 booked 272 available	0 booked 272 available	0 booked 272 available
	0 / 10549	14	15	16	17	18	19	20
	0 / 10549	21	22	23	24	25	26	27
	0 / 10549	28	29	30	31	1	2	3



restaurantdiary - Management Area - Windows Internet Explorer
http://devapp.restaurantdiary.com/tsbo/group_avail_popup.asp?id_provider=3133&da

Citrus - Test Site
12th January 2008, Saturday

	Breakfast	Lunch	Dinner
Side	0 booked 127 available	0 booked 127 available	0 booked 127 available
Middle	0 booked 85 available	0 booked 85 available	0 booked 85 available
Front	0 booked 157 available	0 booked 157 available	0 booked 157 available

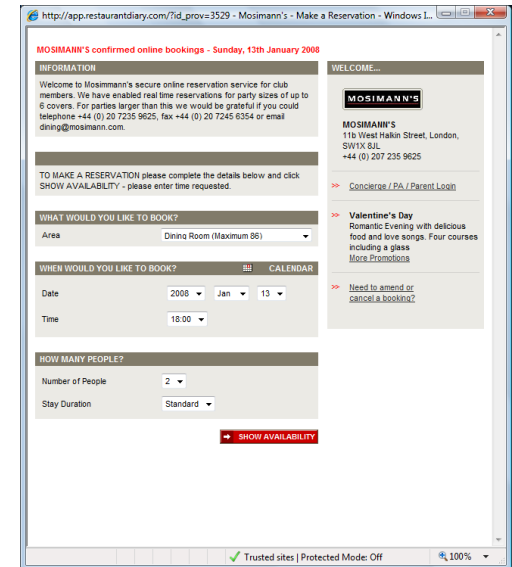
[Go To Citrus - Test Site](#)

Internet | Protected Mode: Off | 100%

Internet Bookings are made available to any site running Restaurantdiary™.

Methods of Integration:

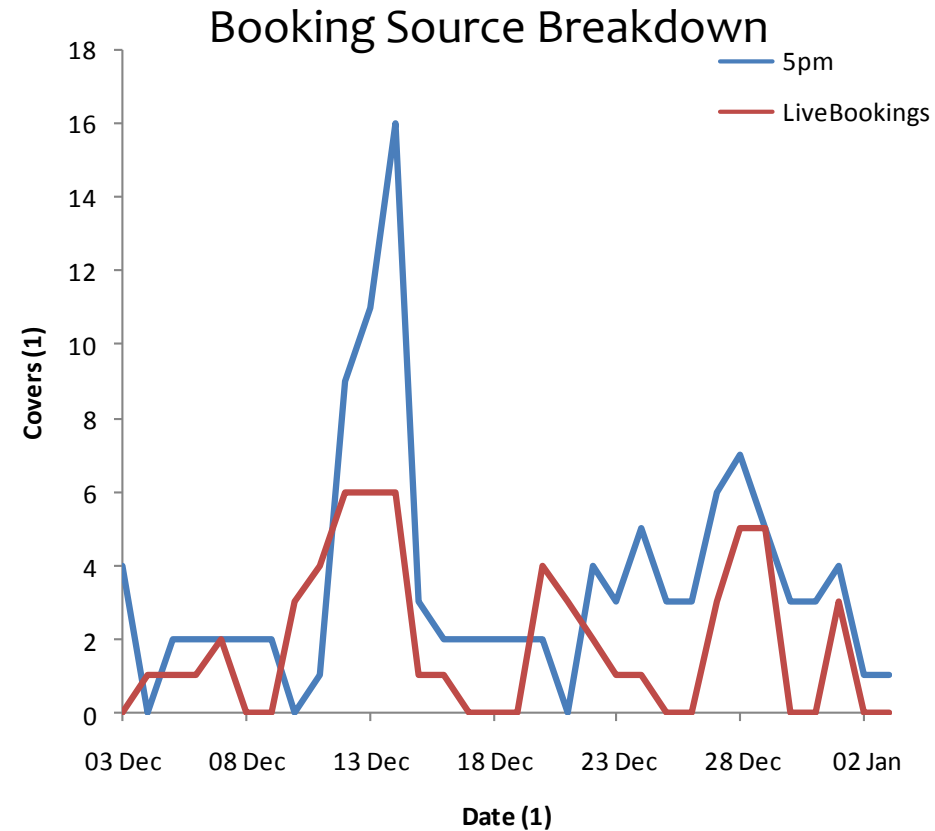
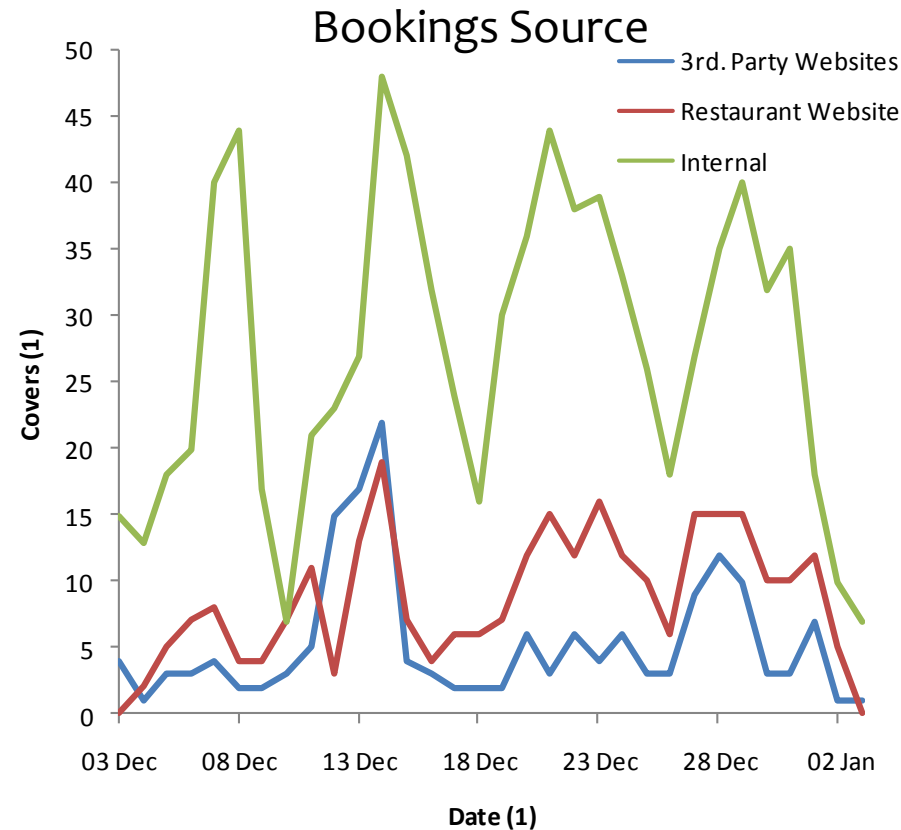
- A booking form can be embedded into any website.
- Sites and/or portals can utilise restaurantdiary's Web Service (XML/SOAP/w3c)
- Approved 3rd party companies can place a “Direct to Diary” booking process



The screenshot shows a web browser window with the URL http://app.restaurantdiary.com/?id_prov=3529. The page title is "Mosimann's - Make a Reservation". The page content includes:

- INFORMATION:** Welcome to Mosimann's secure online reservation service for club members. We have enabled real time reservations for party sizes of up to 6 covers. For parties larger than this we would be grateful if you could telephone +44 (0) 20 7235 9625, fax +44 (0) 20 7245 6354 or email dining@mosimann.com.
- TO MAKE A RESERVATION:** please complete the details below and click SHOW AVAILABILITY - please enter time requested.
- WHAT WOULD YOU LIKE TO BOOK?:** Area: Dining Room (Maximum 86)
- WHEN WOULD YOU LIKE TO BOOK?:** Date: 2008 Jan 13, Time: 18.00
- HOW MANY PEOPLE?:** Number of People: 2, Stay Duration: Standard
- SHOW AVAILABILITY:** A red button with a right-pointing arrow.
- WELCOME...:** MOSIMANN'S, 11b West Hakin Street, London, SW1X 8AL, +44 (0) 207 235 9625
- Concierge / P.A. / Parent Loan**
- Valentine's Day:** Romantic Evening with delicious food and live songs. Four courses including a glass. [More Promotions](#)
- Need to amend or cancel a booking?**

Full reporting across a group of sites, as well breakdowns for each site. Data graphed in Microsoft Excel



Optional Integration with multiple ePOS systems.

Customer information shared between ePOS & restaurantdiary™.

- Customer Spend
- Status / Course information
- Dining duration & leaving time
- Table Contents

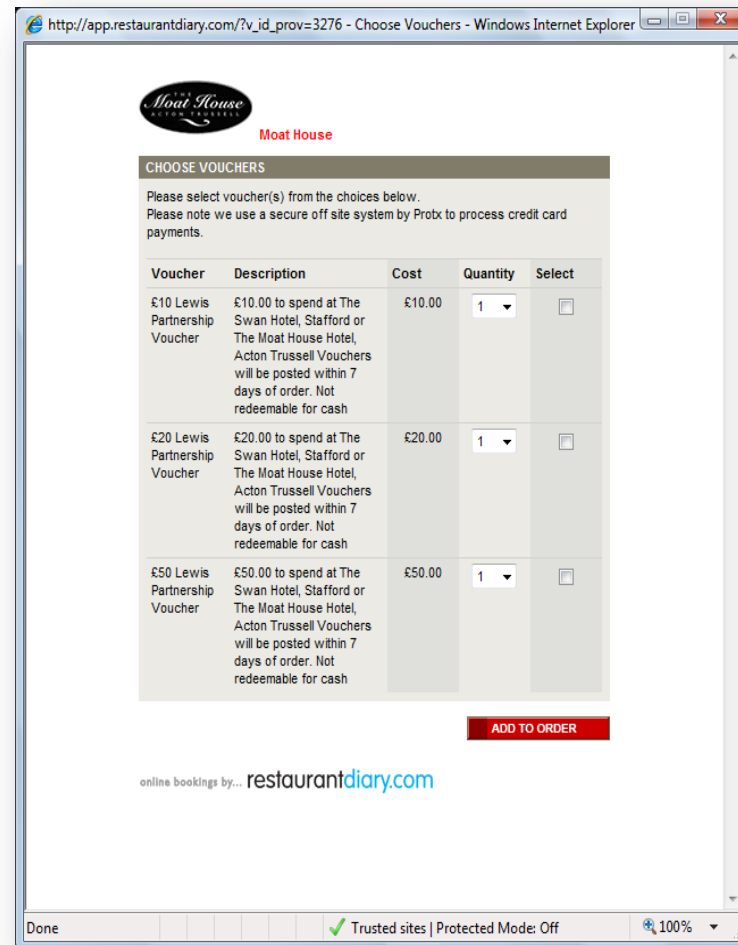


Voucher System

Fully contained voucher system
with delivery charge options.


Additionally can be utilised to offer
tickets to events.

Secure payment options online via
Protix™



The screenshot shows a web browser window displaying the 'Choose Vouchers' page for Moat House. The page includes the Moat House logo and a table of available vouchers. Below the table is a red 'ADD TO ORDER' button and the text 'online bookings by... restaurantdiary.com'. The browser's status bar at the bottom shows 'Done', 'Trusted sites | Protected Mode: Off', and '100%' zoom.

http://app.restaurantdiary.com/?v_id_prov=3276 - Choose Vouchers - Windows Internet Explorer

 Moat House

CHOOSE VOUCHERS

Please select voucher(s) from the choices below.
Please note we use a secure off site system by Protix to process credit card payments.

Voucher	Description	Cost	Quantity	Select
£10 Lewis Partnership Voucher	£10.00 to spend at The Swan Hotel, Stafford or The Moat House Hotel, Acton Trussell Vouchers will be posted within 7 days of order. Not redeemable for cash	£10.00	1	<input type="checkbox"/>
£20 Lewis Partnership Voucher	£20.00 to spend at The Swan Hotel, Stafford or The Moat House Hotel, Acton Trussell Vouchers will be posted within 7 days of order. Not redeemable for cash	£20.00	1	<input type="checkbox"/>
£50 Lewis Partnership Voucher	£50.00 to spend at The Swan Hotel, Stafford or The Moat House Hotel, Acton Trussell Vouchers will be posted within 7 days of order. Not redeemable for cash	£50.00	1	<input type="checkbox"/>

ADD TO ORDER

online bookings by... restaurantdiary.com

Done | Trusted sites | Protected Mode: Off | 100%

Deposit Control

Deposit Control is a rule based deposit system that can additionally be tied into restaurant promotions.

Partial or Full deposits can be required.

Multiple payment options, including secure online payment via Protx™

An addition service of Confirmation By Credit Card can be enabled and conditioned.



http://app.restaurantdiary.com/ - Olive Press Liverpool confirmed online bookings - Monday, 31st December 2007

OLIVE PRESS LIVERPOOL confirmed online bookings - Monday, 31st December 2007

BOOKING SUMMARY


We will now take a **€35 deposit or payment in advance per person** to secure your table.

Area	Conservatory
Service	Dinner
Date	Monday, 31st Dec 2007
Expected Arrival Time	17:30
Number of People	2 x person @ €35.00 = €70.00

CURRENCY

Pound Sterling (GBP £) only Total £70.00

WELCOME...



OLIVE PRESS LIVERPOOL
25 Castle Street, Liverpool, L2 4TA
0151 227 2242

- >> [Concierge / PA / Parent Login](#)
- >> [Make a new booking](#)
- >> [Need to amend or cancel a booking?](#)
- >> [Access your profile](#)

[Go Back...](#)

restaurantdiary.com restaurant promotion at [book to eat.com](#)

Trusted sites | Protected Mode: Off 100%



Build a List from customer profile data

! This is where you create the list of customers you wish to market to. For a New List the idea is that you choose precisely which customers you want to contact. i.e. you may choose to contact all customers who booked on a Friday AND all customers who have a birthday in June.

Create a New List

List will be based on	What day did the customer book	<input type="button" value="Apply"/>		
Further filtering on additional criteria?				
For what date range do you want to build your list?	<input checked="" type="radio"/> All dates			
...or	<input type="radio"/> Date when reservation/s made <input type="radio"/> Actual date of reservation/s			
Date Start	25	Jan	2008	
Date End	25	Jan	2008	
With email	not empty			
With mobile	not empty			
	<input type="button" value="Build List"/>			

You are filtering on

- Restaurant
 - Restaurant diary
 - Monthly Availability
 - Front-End - Reservations
 - Front-End - Vouchers
 - Search Availability
 - Booking report
 - User Guide
 - Alter Restaurant Details
 - Manage Restaurant
 - Manage Vouchers
 - Manage Concierges / PA's
 - Security
 - Settings
 - Incoming Booking
 - Image Browser
 - Customer Contact
 - Report Centre
 - Offline Diary
 - Logout
- Customer Contact
 - Manage Marketing List
 - Create Message
 - Manage Templates
 - SMS Messaging
 - Scheduled Messages
 - Sent Messages
 - Close menu



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Create a New List	
List will be based on	What day did the customer book <input type="button" value="v"/> <input type="button" value="Apply"/>
Further filtering on additional criteria?	
For what date range do you want to build your list?	
	<input checked="" type="radio"/> All dates
...or	<input type="radio"/> Date when reservation/s made <input type="radio"/> Actual date of reservation/s
Date Start	25 <input type="button" value="v"/> Jan <input type="button" value="v"/> 2008 <input type="button" value="v"/>
Date End	25 <input type="button" value="v"/> Jan <input type="button" value="v"/> 2008 <input type="button" value="v"/>
With email	not empty <input type="button" value="v"/>
With mobile	not empty <input type="button" value="v"/>
<input type="button" value="Build List"/>	

You are filtering on

- Restaurant
 - Restaurant diary
 - Monthly Availability
 - Front-End - Reservations
 - Front-End - Vouchers
 - Search Availability
 - Booking report
 - User Guide
 - Alter Restaurant Details
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 - Offline Diary
 - Logout
- Customer Contact
 - Manage Marketing List
 - Create Message
 - Manage Templates
 - SMS Messaging
 - Scheduled Messages
 - Sent Messages
 - Close menu



Call in for Cocktails and Tapas

Meet with friends or family and enjoy a classic cocktail and tapas at the Glasshouse. Our eclectic cocktail menu boasts Coco Batidas to Margaritas and coupled with our cosmopolitan tapas menu is an ideal place to meet for lunch or early evening.

Where shall we go tonight?

The Glasshouse has certainly proved a popular place to dine and sometimes it can be difficult to get a table at short notice. However, if you haven't made plans in advance it's worth calling us or popping in on the off chance. We do get last minute cancellations so it's always worth a try....

How to make a Mojito Cocktail (also available at the Glasshouse!)

A zesty, minty, lemon-filled explosion - make your taste buds dance with this refreshing thirst-quencher! A popular drink amongst cocktail lovers.

You will need...

- | | |
|----------------------------------|----------------------------|
| 8 fresh mint leaves | 2 tsp brown sugar |
| 50 ml light rum fresh lime juice | 1 cups (250ml) crushed ice |
| soda water | 1 knife |
| 25ml/50ml shot measure | 1 squeezer |
| chopping board | 1 highball glass |
| muddle stick or fork | 1 bar spoon or stirrer |

Prepare your cocktail

Put the sugar in the highball glass.

Tear 5 or 6 of the mint leaves and add them to the glass.

Squeeze half a lime and add 25ml into the glass. Using the muddle stick or fork, gently crush or muddle them together.

Add the crushed ice, light rum and soda water and stir well with a bar spoon or stirrer.

Present your cocktail

Garnish the drink with a couple more mint leaves, drink and enjoy!!



“It is a must-have in any high-volume restaurant. It is a vital tool to help in controlling and growing the covers achieved in our restaurant.”

Malcolm Binnie, Managing Director, The Wheelhouse, Falkirk.

“Definitely use it – compared to other systems it is much more effective and flexible, and you can trust the software to work – unlike some others I have used.”

Jo Harvey, head of Marketing, FishWorks.

“it’s a great system - the team at restaurantdiary™ provide great support and are very responsive to any new needs we identify.”

Sebastian Sauerborn, Technology Consultant, Mosimann's, London

“The ball is in your court. Use your imagination and restaurantdiary™ can be almost anything you want it to be!”

Daren Neillan, Restaurant Manager, One-O-One Knightsbridge, London (Starwood Hotels)

Cost / Benefits

- We firmly believe we can demonstrate the following in practice:-
-
- Increased revenue through automated efficient yield management
-
- Decreased costs by eliminating wasted time and allocating manpower more efficiently
-
- Improved operational efficiency
-
- Improved customer retention levels
-
- Improved administration, control and reporting of deposits and payments in advance.
-
- You, as a Company, still have to cook the food well and make sure the members of staff smile and have excellent product knowledge – along with the 101 other things you need for a successful restaurant!
-