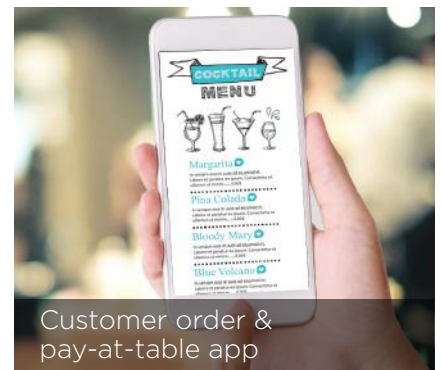


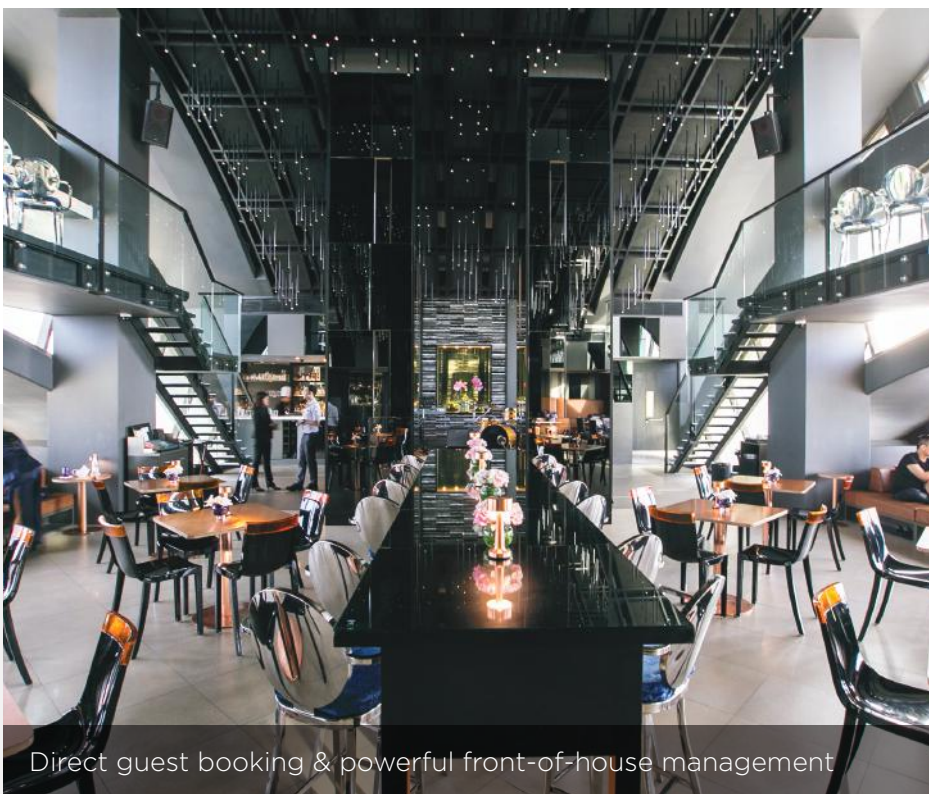
# TableRes<sup>®</sup>

Direct online restaurant booking and floor management for hotel and restaurant chains

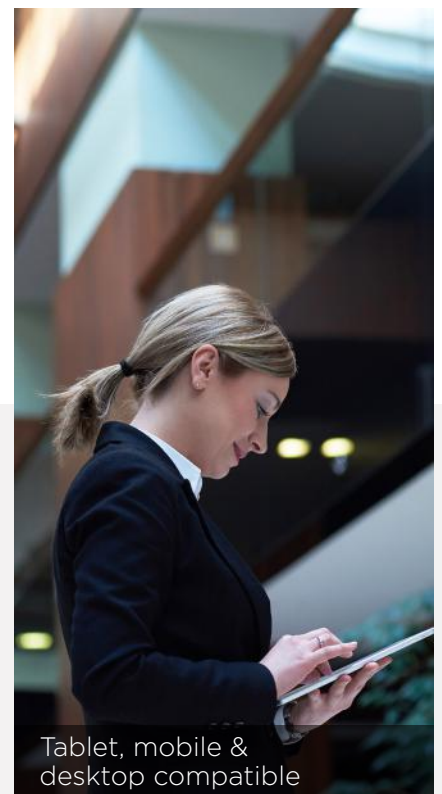
Full integration with Oracle Symphony & Opera



Customer order & pay-at-table app



Direct guest booking & powerful front-of-house management



Tablet, mobile & desktop compatible



## Take direct online reservations

TableRes enables your guests to make restaurant reservations directly on your website, with no cover charges. Custom-designed, fully responsive webpages or a simple widget allow guests to make instant reservations on a desktop, tablet or smartphone.

TableRes is built specifically for restaurants at large hotel chains. Integration with Oracle Symphony powers a customer ordering & payment app while integration with Opera allows the guest profile to be pulled through and used to take business intelligence to a new level.



## Own the customer & booking data

With TableRes, you own the customer and the booking data.

- **Targeted campaigns** – Customer lists can be segmented and marketing campaigns developed to address specific groups of customers. Build loyalty for your restaurant.
- **Personalise dining experiences** – Provide the dining experience your guests want. Build customer profiles that include food & wine preferences, allergies, birthdays, special requests and more.
- **Optimise ROI** – Get the most out of your marketing. Track the source of every website visitor and booker and use conversion rates to help ensure maximum ROI on spend.



## Smart floor management

Replicate the layout of your restaurant on the TableRes floor system. Easily manage customers, bookings, tables, servers, waitlists and special promotions in one place. As a cloud-based application, Tables allows you to login and manage your restaurant from anywhere, at any time whether you're on a laptop, tablet or smartphone.

- **Simple table management** – Update table status with a single click. Merge tables quickly, move guests between tables and easily see upcoming reservations.
- **Intelligent wait list** – Run a wait list and send a 'Table Ready' SMS messages to waiting customers.
- **Identify active servers** – TableRes lists active servers for each shift and shows their areas on the floorplan. You can also change servers on the fly.

## Absorb third party web bookings

Consolidate all your bookings on one screen no matter where they come from. Integration with third party websites allows bookings from them to be absorbed into TableRes, alongside, direct, phone and walk-in reservations. With a single control, you can manage the distribution of covers to multiple third party sites and your own. Prioritise direct bookings during high-demand periods and open all channels when demand is low.

## Run special promotions

Easily create and manage special promotions. Central marketing can produce a calendar of special offers for a group and each restaurant can create their own local promotions. Offers can be set up for specific days, date ranges, sittings and times.

## Powerful dashboard-based reporting

A real-time reporting dashboard helps drive smarter, more informed decision making. Reports rolled up from individual units to area, region, country, continent & global. Results can also be filtered by brand or ownership group and easily viewed on a desktop, tablet or mobile device. Metrics include actual vs budget, occupancy percentage, distribution of covers over time and food vs beverage revenue. REVPOC and REVPOC are also shown. Personal, customised dashboards can be created to display the information most relevant to each manager.



## Key Benefits

- Drive direct bookings and maintain your relationship with the customer
- Get real-time customer information to make more informed decisions
- Improve efficiency by managing all reservations in one place
- Manage and seat walk-ins quickly
- Full training, launch and ongoing support from our in house team
- Create guest profiles and track preferences to optimise spend
- Own the booking data - know where every visitor and booker came from
- Create highly targeted marketing campaigns
- Simple, secure set up - minimal IT involvement

**BookingTek**  
[www.bookingtek.com](http://www.bookingtek.com)

TableRes is a product of BookingTek, the London and California based software company. BookingTek develops and delivers cloud based direct booking solutions for some of the world's largest hospitality groups including Marriott, IHG and Whitbread.

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