



hospitality  
IT solutions

# ReservIT – Restaurant Reservations

PRODUCT PROFILE

Attracting new customers to your restaurant is a very competitive business in today's busy world. Once your guest arrives, your goal is to help them enjoy their experience – and make sure that a return visit is on their agenda.



## How can ReservIT help?

ReservIT is an easy to use restaurant reservation system. New reservations can be made in seconds and marketing information or confirmations sent by post or email. Guest details, preferences and dining patterns are all recorded, making it easy to provide a very personal experience and to reward repeat guests through a tailored Loyalty Programme.

## Well planned Loyalty Programmes could increase revenue by up to 10% with your most profitable guests!

ReservIT is also a powerful table management solution. The system's unique table allocation module, called 'Best Fit', finds the best table, based on party size and other criteria selected by the restaurant manager.

Table availability is clearly displayed by outlet and dining period. So you can fill those spare seats with confidence. Restaurants have attributed an extra 4-5% turnover to the 'Best Fit' module.

ReservIT Restaurant Reservations main screen

File Query Table/Guest View More Features Print Diary Display Options Help

19 March 2005 Now Restaurant Lunch View All 10:08

[Reservations = 9] [Pax = 53] [Internet = 0] [Walk Ins = 0] [Seated = 41] [Completed = 0] [Waitlisted = 0] [Cancelled = 11]

Confirmation	Time	Pax	Name (Group)	Table	Guest	Dep...	N/S	Info	Visits	Phone 1	Made by	Date Made	WWW
R020929	12:29 PM	2	Casual	20					1	0207 345 6433	M	20/05/05	
R020933	12:50 PM	4	Casual	9					1	0207 658 3461	M	20/05/05	
R020306	01:00 PM	18	Honeyfield	43					1	0208 445 1212	ANN	27/02/05	
R020650	01:00 PM	8	PETER CHEN	23					1	01920 543 654	ANN	10/03/05	
R020777	01:30 PM	6	Lambert	29		£			1	0208 456 4548	ann	14/03/05	
R020824	01:30 PM	4	YVONNE STENLAKE	24					1	0131 466 5455	RICH	16/03/05	
R020936	01:58 PM	4	Casual	22		£			1	0121 854 5413	M	20/05/05	

## Maximise table usage

It is sometimes difficult to ensure that all guests with reservations can be seated upon arrival and also to deal with walk-in parties as well. The ReservIT Tablechart Optimisation feature makes it easy to see which parties can be accommodated, while maintaining calm operation of your restaurant. The ReservIT floor plan shows the current status of all guests. Seating allocation consists of a single point and click operation and it is also possible to look at individual sections, or at all of the tables in the restaurant. The interface to Aloha EPOS (and other Epos systems) provides immediate feedback to the hostess.

ReservIT Table Management

Standard (Default) Restaurant Owner 19/03/2005 View All 11:55

## Maximise new business (CRM)

Restaurants today can increase revenue through a carefully targeted customer marketing campaign. ReservIT captures invaluable information about customers including full contact details, guest visits, spend patterns, dining preferences and much more. ReservIT's facilities enable you to build a history of guests, which can be used for targeted marketing. For example – special offer email campaigns on slow nights can quickly be implemented at no additional cost. ReservIT replaces yesterday's reservation book and all its inherent shortcomings with a powerful marketing and customer service tool!

ReservIT Customer Management screens

Category: Club Member  
Segment:  
Source: Promotion  
Status: Future Guest  
Account Mgr: Bob McKenzie

Visits: 2  
Cancelled: 0  
Last Visit: 09/03/2005  
LTV:

Covers: 102  
No Shows: 0  
Next:  
Avg Food:  
Avg Bev:  
Av Other:



Improved Customer Service



Maximise New Business

# ReservIT — The Complete Restaurant Reservations Package PRODUCT PROFILE

## What benefits does ReservIT offer?

ReservIT provides a host of benefits to both the guest and restaurant operator.

### Benefits for Customers

Future bookings guarantee

Reduces table waiting time

Improves service based on requests and preferences being logged by the system

Ability to make reservations online

Guest loyalty can be recognised and rewarded

### Benefits for Restaurant Operators

High guest satisfaction

Improved table turns/ Maximised seating

Unparalleled menu management capacity

Accurate reservations

More repeat business

The tools and information for target marketing

Improved kitchen planning

A more profitable business!



ReservIT Internet link

ReservIT web booking forms

## What about Internet reservations?

As online reservations are a growing trend in all sectors including restaurant reservations, the ReservIT solution includes an outstanding web reservations module. This connects the restaurant's website directly to the ReservIT reservation system, providing real time availability and instant confirmation, without the high cost of third party commission-based services!

Instant confirmation is ideal for the guest and the capture of the reservation directly into the restaurant's reservations system eliminates all the challenges of dealing with email bookings.

## What about multi-outlet reservations?

ReservIT is a multi-outlet reservation system. Multi-site operators can centralise the reservations operation, reducing operating costs as well as making it possible to undertake centralised marketing for corporate/group business. This means that highly skilled reservations and sales staff can be employed to deal with potentially very profitable sectors of the market. In fact, a single guest profile linked to a Group Loyalty Programme is the most effective way for restaurants to maximise revenue and repeat business.

## ReservIT – an invaluable business tool!

Make lost reservations a thing of the past, recognise your regular guests when they arrive and seat them fast, maximise table turns and use guest history for better targeted marketing.

ReservIT – the smart way to do business!

## About NFS

NFS Hospitality Corporation is a leading international software and services company, offering very high quality software, a **24/7 Helpdesk** and extensive **systems integration expertise**. NFS is also a Microsoft Solutions Provider and IBM Business Partner. Aloha, a division of Radiant Systems Inc, is a leading supplier of EPOS solutions, with a global customer base of over 40,000 clients.

In addition to ReservIT, NFS provides a complete and integrated range of hospitality applications: solutions for EPOS (**Aloha**) and, hotels (**roomMaster**), as well as for conference venues (**Rendezvous**).

Our one-stop solution includes: consultancy, wireless networking, hardware, cabling, a hosted (ASP) central data management solution and outstanding after-sales service.

NFS clients include leading hotel and restaurant groups, major international corporations and large commercial conference and exhibition centres. Go to **www.nfs-hospitality.com** for more details and case study material.

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