



VISITS: 2

BOOKED DIRECT

POSITIVE REVIEWER

TABLE READY	Display	Queue	Remaining
Michael Triford	2	45m	15m
Brielle Raymond	2	10m	15m
Abel Chen	5	17m	3m
Ubase Woods	3	25m	30m
John Smith	2	19m	30m
Melissa Brown	2	53m	60m
Josee Duple	2	65m	60m



# SEVENROOMS

## Guest Experience & Retention Platform

# SEVENROOMS

## Your Passion, Powered By Data



Founded in **2011**



Partners in **250+** cities with offices worldwide



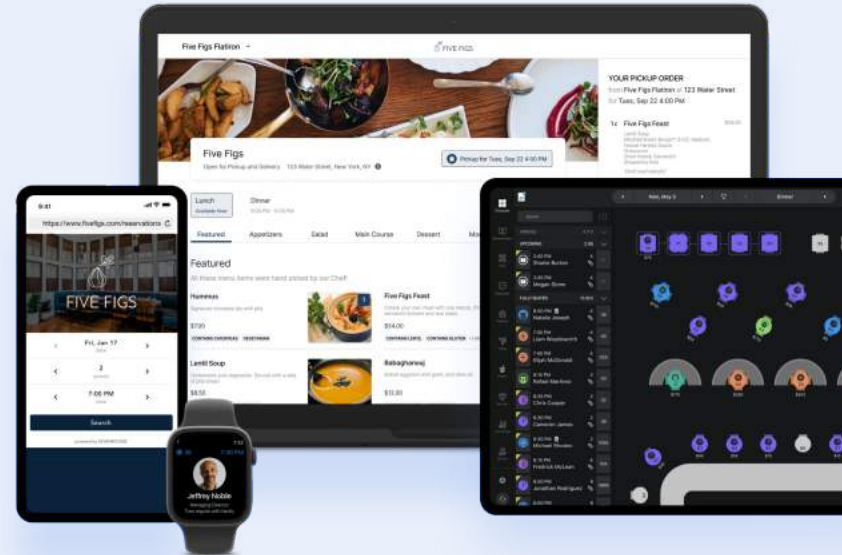
Over **200 million** direct connections made



Generated **£250+ million** in incremental revenue for our partners



Open platform with **100+** system integrations



# Powering the World's Leading Hospitality Brands

## Restaurant Groups & Independents



BLOOMIN' BRANDS



WOLFGANG PUCK



MAJAZZ FOOD GROUP

COTE

ZUMA

CORBIN & KING



ALTAMAREA GROUP

Australian Venue Co.

DISHOOM



JOSE ANDRES THINKFOOD GROUP

## Hotel F&B Outlets



MGM RESORTS INTERNATIONAL

Jumeirah



MANDARIN ORIENTAL THE HOTEL GROUP

Wynn RESORTS

Hilton

Marriott INTERNATIONAL

ROSEWOOD HOTELS & RESORTS

Hard Rock HOTEL & CASINO



THE COSMOPOLITAN of LAS VEGAS

HYATT

## Entertainment & Nightlife

LIVE NATION

LIV



TOPGOLF

TAO GROUP



THE CHAMPIONSHIPS WIMBLEDON



LETTUCE ENTERTAIN YOU RESTAURANTS

sbe

THE h.wood GROUP



Ballusrol

MLSE BRINGING THE WORLD TO ITS FEET

Proudly backed by:



COMCAST VENTURES.

amazon PSG



# Our UK Restaurant Group Partners



JKS RESTAURANTS



DISHOOM

MARCUS  
RESTAURANTS  
WAREING

OTTOLENGHI



T A T T U

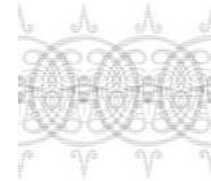


CHOTTO  
MATTIE

**zuma**



**BIG MAMMA**



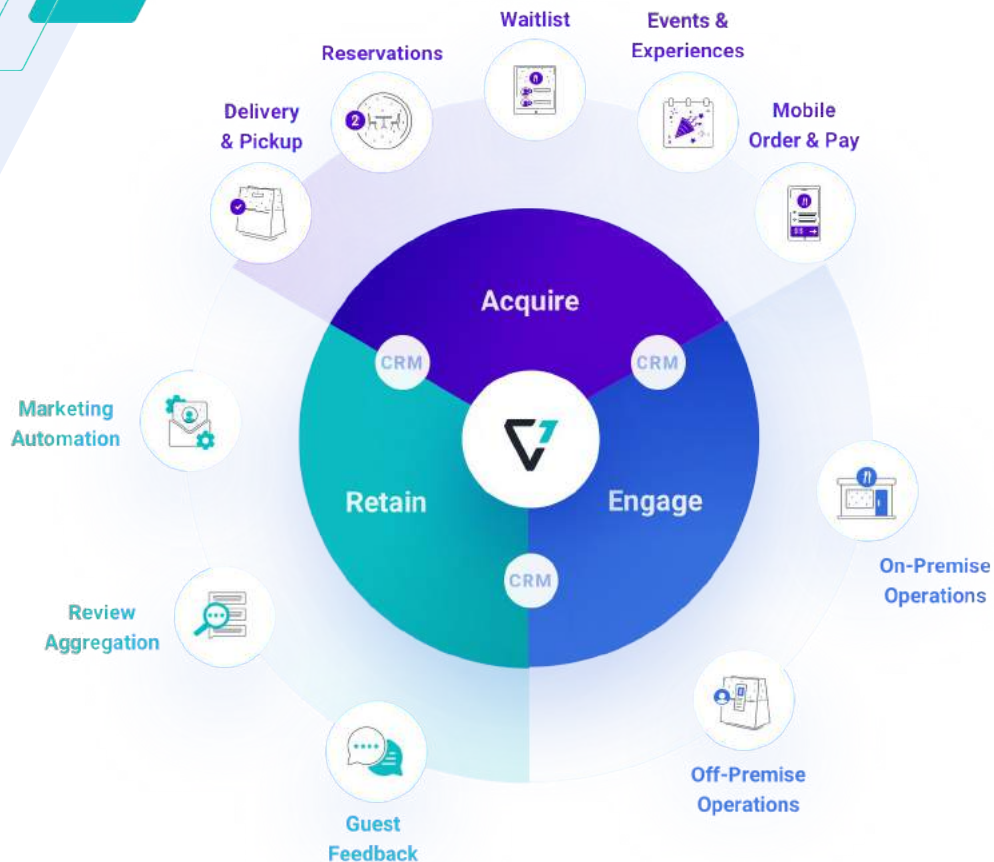
aqua restaurant group



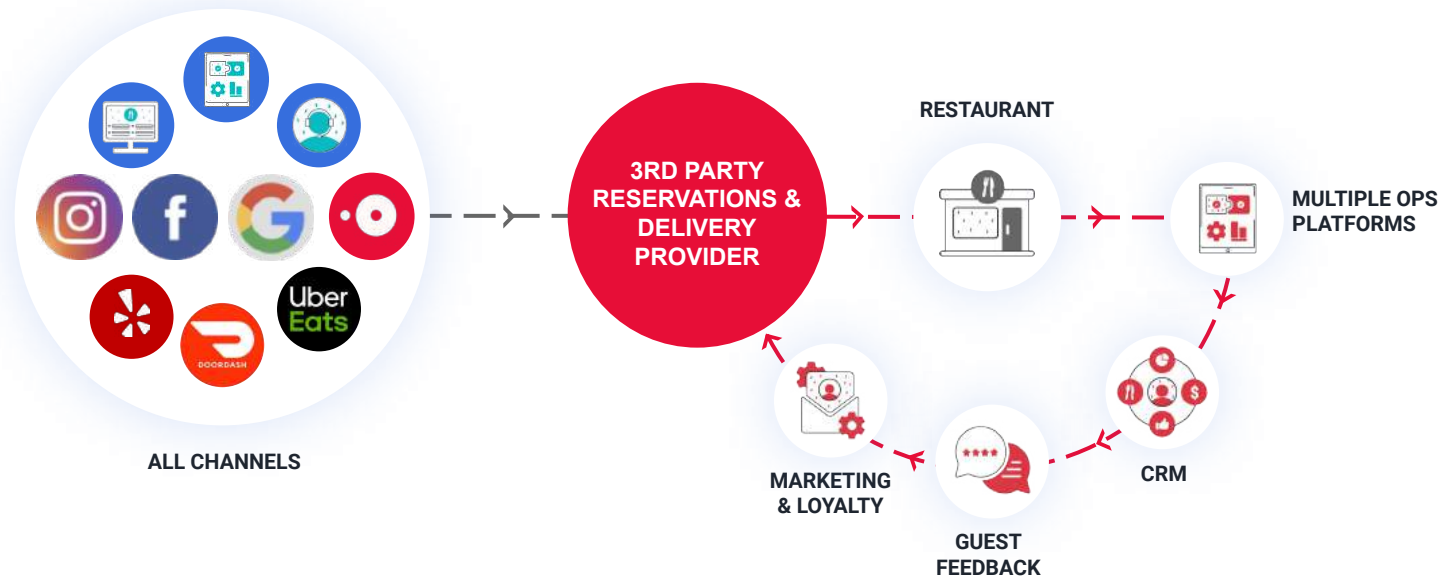
# SEVENROOMS

## Guest Experience & Retention Platform

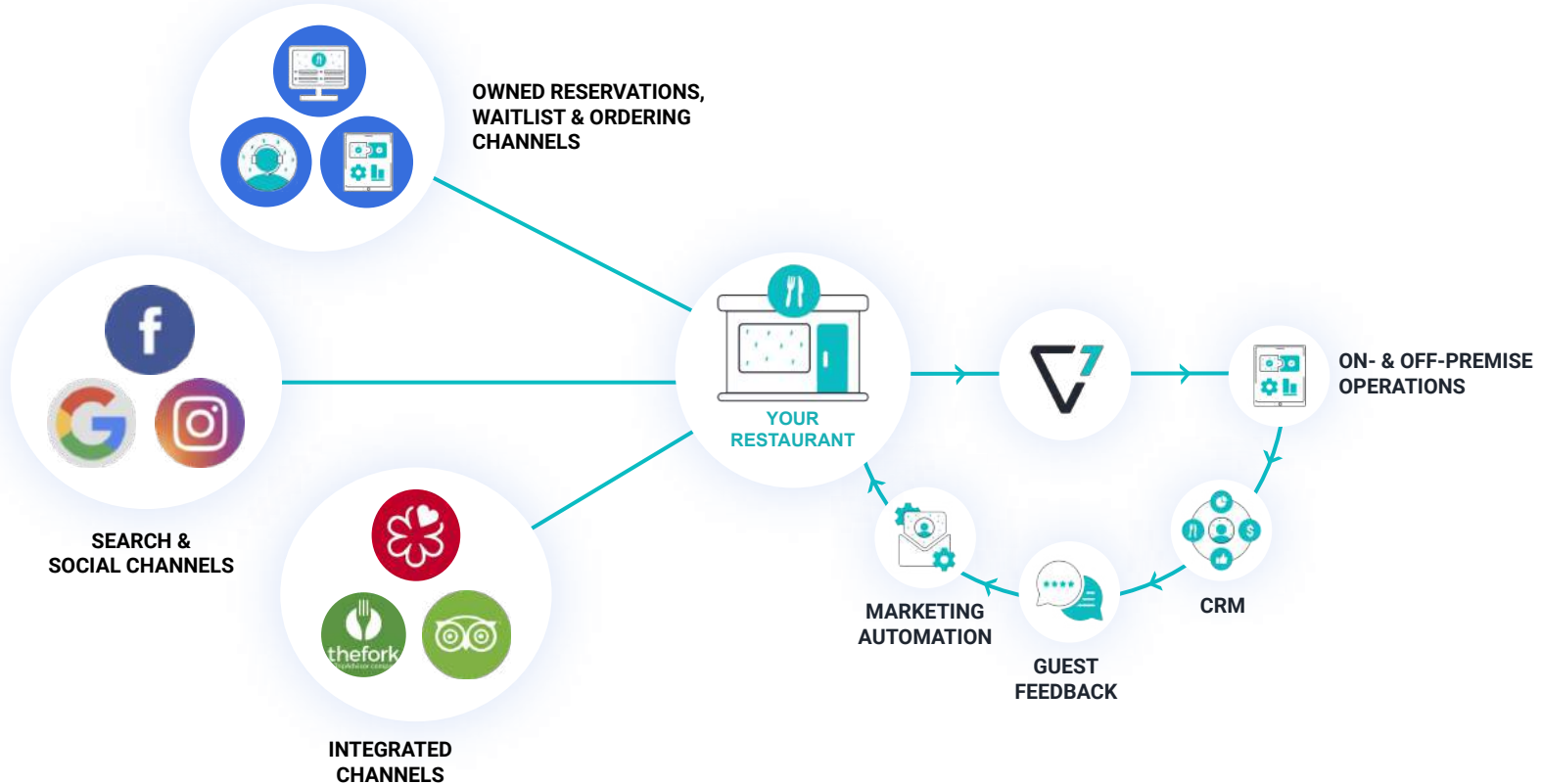
Generate incremental revenue, streamline operations, personalize guest experiences, and drive repeat business automatically.



# 3rd Party Guest Journey: Their Brand, Their Guest, Their Data



# Your Connected Guest Journey: Your Brand, Your Guest, Your Data





**ACQUIRE**

---





ACQUIRE · ENGAGE · RETAIN

# Boost Profitability & Own Your Digital Presence



Reservations



Waitlist



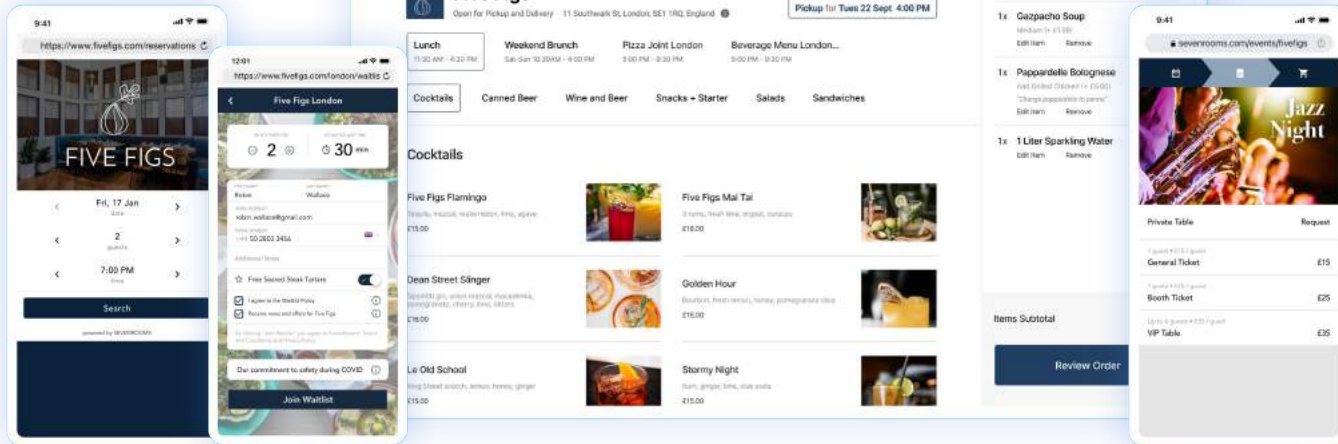
Delivery & Pickup



Events & Experiences



Mobile Order & Pay

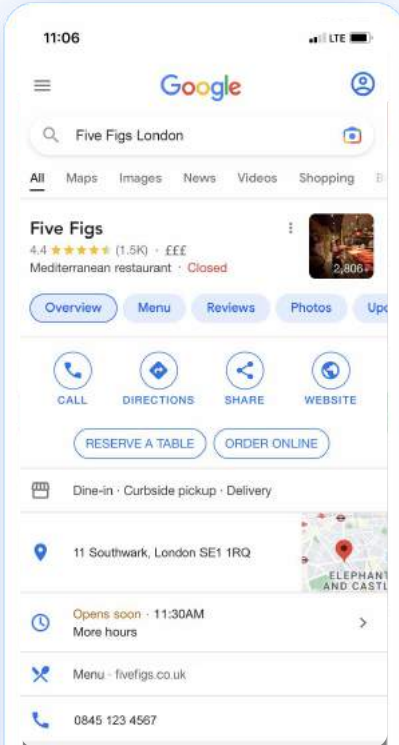


+91% of guests looking for new restaurants start on free marketing channels

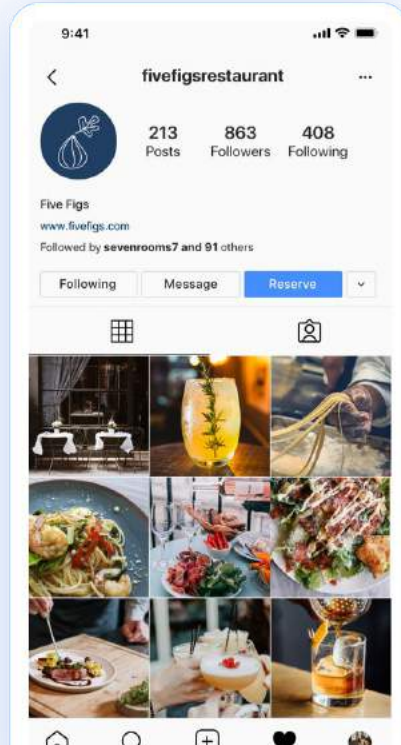


# Connect With Your Guests Where They're Looking For You

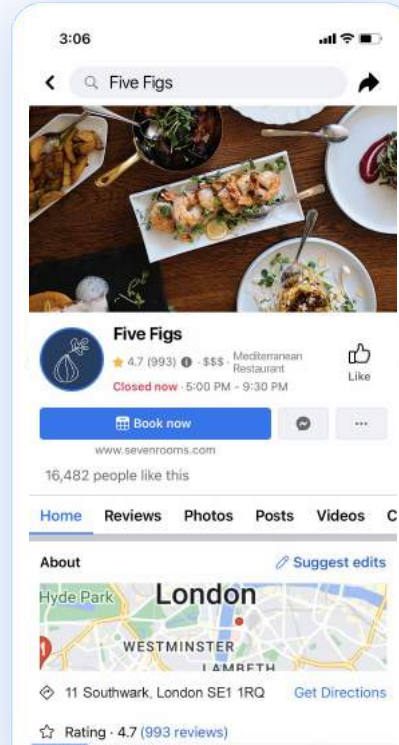
## Google



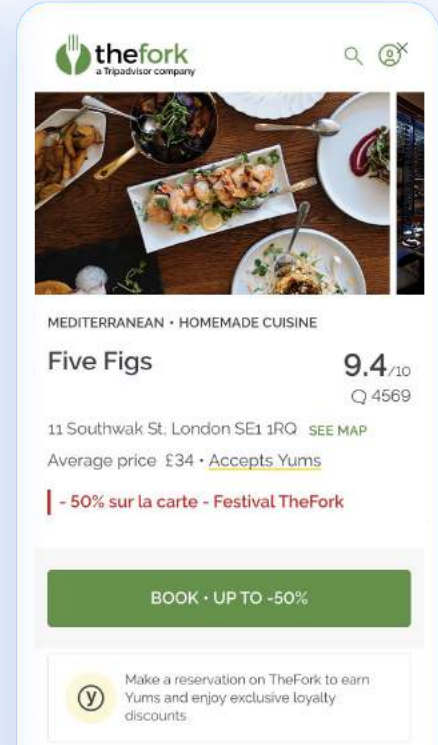
## Instagram



## Facebook



## TheFork



# Keep Reservations In The Family

The image displays two devices showing reservation management software. The smartphone on the left shows a mobile interface for 'www.fivefigs.com/reservations' with a date of 'Tues, Jun 21' and 2 guests. It lists five restaurant locations: Nolita, Upper West, Downtown, and Chelsea, each with time slots for 6:30 pm, 7:00 pm, and 7:30 pm. The tablet on the right shows a desktop interface for 'ADD RESERVATION' with filters for 'Location: All Five Figs' and 'Cuisine: All'. It features an 'AVAILABILITY' section with a date picker set to 'WEDS 24' and a guest count of 2. Below this, it shows a grid of reservation slots for 'WEDNESDAY, MARCH 24' across six locations: Downtown, Nolita, Soho, Tribeca, Upper East, and Upper West. The grid shows time slots from 5:00 PM to 5:30 PM, with a 'Block N...' slot at 5:30 PM.

**Smartphone Interface:**

- URL: www.fivefigs.com/reservations
- Date: Tues, Jun 21 · 2 guests · Around 7:00pm
- Buttons: Select a time
- Locations and Times:
  - Five Figs Nolita: 6:30 pm, 7:00 pm, 7:30 pm
  - Five Figs Upper West: 6:30pm, 7:30 pm
  - Five Figs Downtown: 6:30 pm, 7:00 pm, 7:30 pm
  - Five Figs Chelsea: 6:30 pm, 7:00 pm, 7:30 pm

**Tablet Interface:**

- Section: ADD RESERVATION
- Filters: Location: All Five Figs, Cuisine: All
- Section: AVAILABILITY
- Date: WEDS 24
- Guests: 2
- Shift: All, Time: 7:00 PM, Duration: All, Seating: Area
- Section: WEDNESDAY, MARCH 24
- Grid of Reservations:

Five Figs Downtown	Five Figs Nolita	Five Figs Soho	Five Figs Tribeca	Five Figs Upper East	Five Figs Upper West
5:00 PM 22/30 16/30	5:00 PM 22/30 16/30	5:00 PM 22/30 16/30	5:00 PM 22/30 16/30	5:00 PM 22/30 16/30	5:00 PM 22/30 16/30
5:15 PM 22/30 16/30	5:15 PM 22/30 16/30	5:15 PM 22/30 16/30	5:15 PM 22/30 16/30	5:15 PM 22/30 16/30	5:15 PM 22/30 16/30
5:30 PM 22/30 16/30	5:30 PM 22/30 16/30	5:30 PM 22/30 16/30	5:30 PM 22/30 16/30	5:30 PM 22/30 16/30	5:30 PM 22/30 16/30 Block N...



# Drive More Walk-in Traffic With An Omni-Channel Virtual Waitlist

The image illustrates an omni-channel virtual waitlist system. On the left, a tablet displays a restaurant management dashboard for 'Five Figs Gramercy' on Tuesday, April 20, at 2:46 PM. The dashboard shows a list of customers with their names, table numbers, guest counts, elapsed wait times, and estimated remaining wait times. A highlighted row for Robin Wallace shows a 25m elapsed wait time and a 30m estimated remaining wait time. The dashboard also includes a search bar, a 'TABLE READY' section, and a 'WAITING' section. At the bottom, there is a section for 'ESTIMATED WAIT' with buttons for 1-8 minutes and their respective counts (e.g., 1 5m, 2 5m, 3 5m, 4 5m, 5 5m, 6 5m, 7 1h25, 8 1h25).

On the right, a smartphone displays the virtual waitlist app interface. The app shows the restaurant name 'Five Figs Gramercy' and allows users to select a party size (2) and an estimated wait time (30 min). It also displays the user's name (Robin Wallace), email address (robin.wallace@gmail.com), and phone number (+1 223-678-8190). The app includes a section for 'Additional Notes' with a toggle for 'Free Seared Steak Tartare' and checkboxes for 'I agree to the Waitlist Policy' and 'Receive news and offers for Five Figs'. A 'Join Waitlist' button is visible at the bottom.

A real-time sync with your floorplan delivers the industry's most accurate wait times



# ENGAGE

---





ACQUIRE • **ENGAGE** • RETAIN

# Communicate With Your Guests Directly

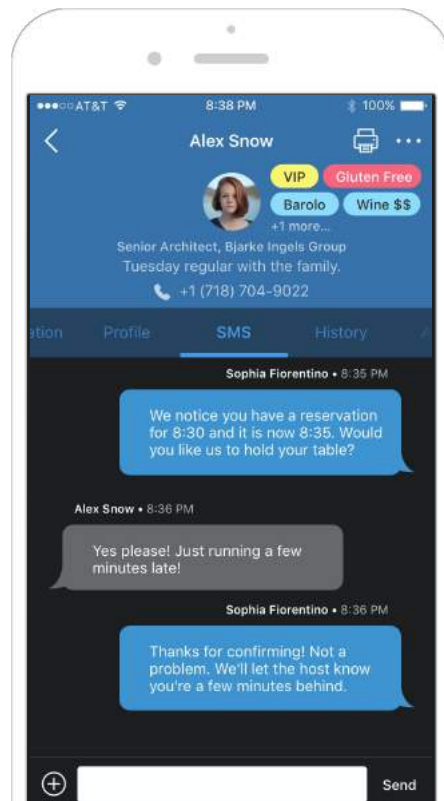
## CONFIRMATION EMAILS



## REMINDER EMAILS



## 2-WAY SMS





# Data-Fueled Operational Tools To Make The 'wow' Moments Happen



On-Premise Operations



Off-Premise Operations

Automate guest seating assignments and increase table turns by up to 20%

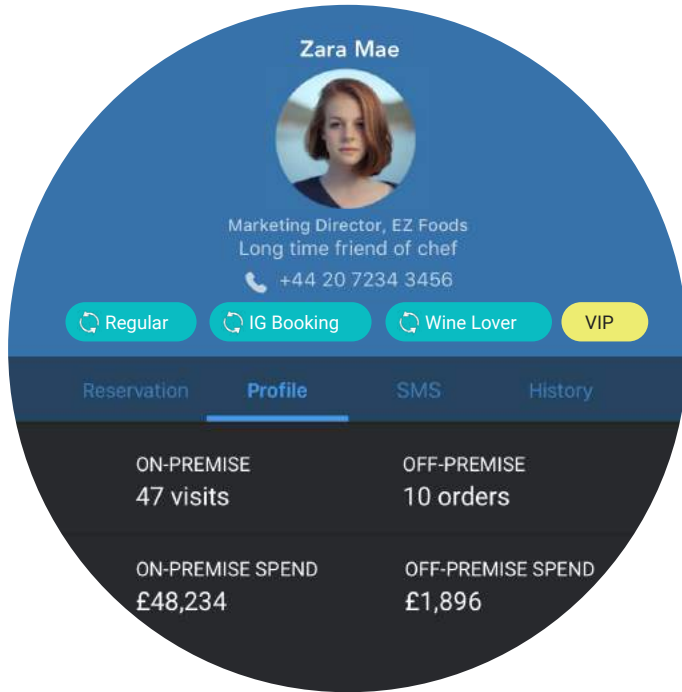


# Keep Reservations In-Sync In Seconds.

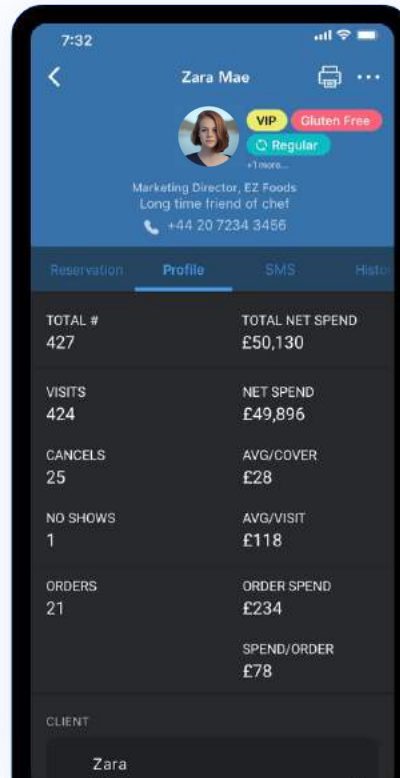


# Guest Profiles Build Themselves Automatically

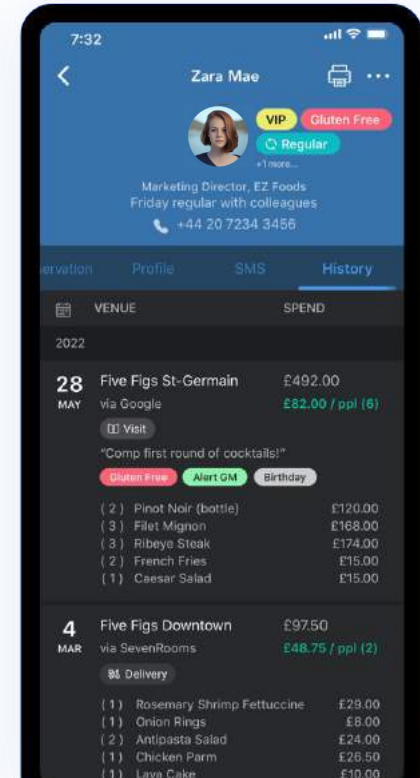
Custom Auto-Tagging Based on Preference, Interactions & POS data



Lifetime Value On- & Off-Premise



Item-Level Transaction Detail



# RETAIN

---



# Manage Your Online Relationships and Guest Feedback



VENUE: Five Figs Excel Export

Date Received: Last 30 days Platform: All Rating: All Search

### FEEDBACK & REVIEWS

**4.80**  
Overall Average  
105 ★★★★★

86% Positive 11% Neutral 3% Negative

29 ★★★★★ 12 ★★★☆☆ 2 ★★☆☆☆  
19 ★★★★★ 0 ★☆☆☆☆

Reviews last retrieved: 0 hours ago on Aug 15 10:03 AM

PLATFORM	DATE RECEIVED	DETAILS	RATING	REVIEWER ID	RESERVATION
Google	Tue, Aug 14	"The wine list is great and not too off the charts to ..."	★★★★★	Alex Snow	🔗
Google	Tue, Aug 14	"I had a great time with the exception of the redic..."	★★★★★	Mia Patricks	
Facebook	Tue, Aug 14	"Excellent!"	★★★★☆	brooklynguy92	
Yelp	Tue, Aug 14	"I've been meaning to try out this place and my ex..."	★★★★★	ajbvr89	
GrubHub	Tue, Aug 14	"I had a terrible experience tonight. Our waiter..."	★★★☆☆	Thomas Moorish	🔗

9:41

How was your order from Five Figs?  
We'd love to know!  
June 14, 2021 at 12:05 PM

**FIVE FIGS**

How was your order from Five Figs on June 10th?

★ ★ ★ ★ ☆  
1 2 3 4 5

We appreciate your feedback and we look forward to seeing you again soon.

**Contact**  
127 W 24th Street, New York, NY 10011  
(212) 242-5407  
view map website

made by SEVENROOMS

9:41

Daily Summary Review

**FIVE FIGS REVIEW SUMMARY**

10 new reviews received in the last 24 hours

**OVERALL REVIEW STATS**

Overall: ★★★★★ 4.0  
Food (8): ★★★★★ 5.0  
Service (8): ★★★★★ 5.0  
Ambiance (6): ★★★★★ 4.0  
Recommend % (8): 60%

**INDIVIDUAL REVIEWS**

3 STARS

**Matteo Rossi** Five Figs No.1416  
Wednesday, June 10, 2021  
6 guests at 7:00 PM



# Guest Data Powers Automated Marketing Campaigns

## Tag Guest Profiles Automatically

**Nolan Brown**  
English Teacher

DELIVERY REGULAR POSITIVE REVIEWER

BIG TIPPER VIP GLUTEN FREE

VISITS 2    ORDERS 21    TOTAL SPEND \$1,436

## Send Personalized Emails At Scale & Track Success

### Automated Email Campaigns

View and manage overall and individual email campaign performance and settings. [Learn More](#)

Status: Active, Draft, Inactive    Campaigns: All Campaigns (7)    Date Filters: Last 30 days    Date Range: Dec 14, 2021 To Jan 12, 2022

32,401 Recipients    80% Opens    234 Reservations    600 Covers    50 Online Orders    \$5,234 Revenue

Campaign Name	Status	Recipients	Opens	Clicks	Revenue	Orders
Thank you Pre-built Template		5,500	1,490	943	598 (530)	30
Positive Review	Active	4,000	1,000	547	547	0
Second Time Visit	Active	1,000	370	346	547	380 (320)
Third Time Visit	Active	500	120	50	547	0
Winback Pre-built Template		5,000	1,370	893	567 (480)	567 (480)
Abandon Pre-built Template		137	64	30	3(8)	567 (480)
No Show	Active	100	52	23	547	3(8)

## Keep Them Coming Back Direct

9:41

As a thank you, receive a complimentary appetizer!  
June 25, 2022 at 12:05 PM

**FIVE FIGS**

Dear Alex,

We're glad you enjoyed dining with us recently! As a token of our appreciation for taking the time to leave a positive review, we would like to offer you and your guests a complimentary appetizer the next time you visit. [Click here](#) to make a reservation. We look forward to seeing you!

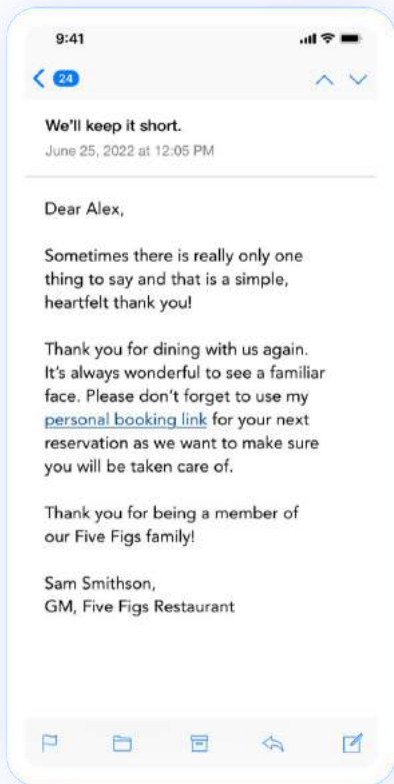
Sam Smithson,  
GM, Five Figs Restaurant

Our pre-built marketing emails generate **5X the industry average in revenue per email sent.**





# Turn On Proven Marketing Strategies From Day One



## Pre-Built Campaigns

POSITIVE FEEDBACK

### Acknowledge Guest Feedback

Systemic response to positive & negative feedback

NO SHOW

### Winback No-Shows & Cancellations

Invite high-intent guests back

FIRST TIMER

### Drive Repeat Business

Personally thank newly acquired guests

30-DAY LAPSE

### Automatic Re-Engagement

Re-engage with lapsed guests

## Endless Possibilities

BIG SPENDER

### Identify High Spenders

GM table touch or surprise & delight

REGULAR

### Reward Regulars

Nurture series with special offers

3RD-PTY BOOKING

### Book Direct

Target guests who have booked via third-party, invite them to book direct

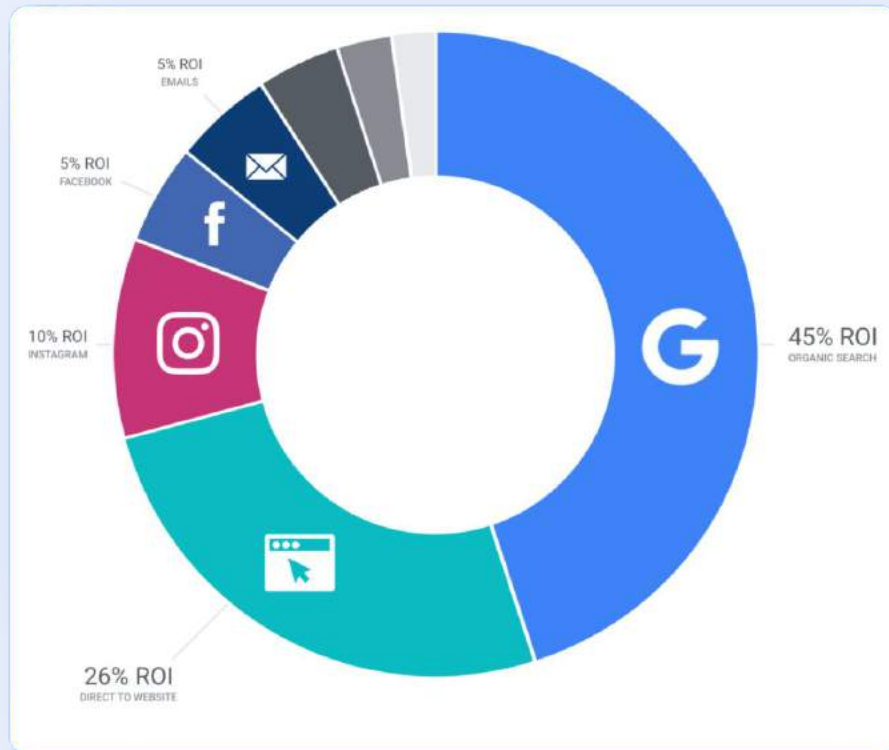


# Unparalleled Access to Data & ROI Reporting

Have a deeper understanding of your guests, dollars and marketing efforts.

- Reservations on- & off-premise dashboards
- Booking channel breakdowns
- Email marketing conversions
- Guest database segmentation
- Unique Tracking Links
- Group Reporting

+30 on- & off-premise reports keep your finger on the pulse of your business



# Our Clients Love Our Platform

64

NPS

+31 over industry average

1%

Customer Churn

Industry average ~6%

“Your support team is absolutely wonderful! They are so responsive and detailed with their answers and are always willing to go the extra mile to help us solve problems. At this point they're making other companies look bad - sometimes we have to resist the urge to tell other partners to be more like you all at SevenRooms.”

General Manager

**MERAKI**  
HOSPITALITY GROUP



# Thank You

**Diane Alves**

Diane.alves@sevenrooms.com

+44 7458 330 653

www.sevenrooms.com

    @sevenrooms

