

# Answering the SOS

## **QuadraNet Restaurant Solutions**

What were the original business reasons for looking at QuadraNet's ResV3 solution?

The success and popularity of "Smiths" of Smithfield brought the need for a reliable reservation system to maximise table availability. "Smiths" of Smithfield was aware that if it was to maximise the potential from its large client base it needed a reservation system that could run smoothly and leave its staff to concentrate on customer service. An efficient reservation system would enable the restaurant to build on customer relationships through the building of a database and also maximise potential of bookings within the restaurants.

How did the reservation system run before ResV3?

Prior to automating the reservation system, "Smiths" of Smithfield relied on a manual reservation book based at reception. This is not the most reliable method of taking reservations, especially in a busy environment. There is a lot of scope for human error.

What were the downfalls of the previous system?

With the book method, we could not stop new bookings from being taken when we were full, as all reception staff had access to the book. And of course the book could get lost! We had no record of regular customers, as there was no database and it was difficult to maximise reservations within the floor layout of the restaurants, as we could only look at the profile manually.

Where have you seen the main advantages of using QuadraNet's ResV3?

QuadraNet's ResV3 has been in place at "Smiths" of Smithfield since October 2001 and it has seen instant results in terms of increased bookings. Particularly over

the weekends, covers have improved on average by 20% compared with those for the previous year.

The technology gives the restaurants more control of the exact distribution of arrivals, particularly in terms of how they can be organised to maximise numbers. QuadraNet's ResV3 provides reports for on the booking numbers in order for the management to make accurate comparisons.

## When did you see Return on Investment form purchasing the system?

Bookings were maximised immediately and, this improvement has been consistent since the introduction of ResV3 and continues to enhance the performance of the restaurants.

We saw instant results. Bookings were maximised immediately and this has not been to the detriment of service. We are now more organised, as ResV3 gives everyone a clearer idea of what is going on. Service has been enhanced as staff are more in control of what to expect.

## How much staff training did the system involve?

The management team was initially trained on the system and were heavily involved in the configuration and installation. The reception staff were introduced to the technology and it was apparent only a couple of hours training would be required for their needs. It is a simple user-friendly system and users can trust it, as it is much more reliable than traditional paper based methods.

## How did the staff react to using it?

At first the staff were a little nervous, as it was so different from the previous methods for reservations. Once familiar with the system, they found it much easier and more reliable than before.

## Are you balancing resources better? In terms of staff do you now have a clearer view on requirements?

We utilise resources much more efficiently than previously. ResV3 gives us a much clearer view across all the reservations, so we can plan accordingly.

## How vital has ResV3 become within the restaurant?

We utilise resources much more efficiently than before. It is easier having an automated procedure that can be easily followed when handling reservations. There is less scope for errors, as ResV3 will not allow users to make mistakes. It is less staff intensive. Looking back to before we had the system, I think we would now be lost without it. It makes all our lives easier.

## Are you using any other solutions from QuadraNet?

"Smiths" of Smithfield has recently launched its website ([www.smithsofsmithfield.co.uk](http://www.smithsofsmithfield.co.uk)) where visitors can now book a table in real-time through the website using QuadraNet's LiveBookings technology. QuadraNet's software offers unique on-line real-time booking facilities. Many restaurants' websites cannot offer live real-time reservations, it still involves a fax or e-mail the booking to the restaurant, which is always subject to human error and delay. On our website, the customer can book there and then and receive an instant response

If you would like to discuss any issues raised in this case study please contact QuadraNet Systems at the address below.

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