

boomerang™

CASE STUDY

QUADRANET SYSTEMS

QuadraNet Systems
Bringing Technology to the Table

"The Boomerang intelligent SMS communication solution allows restaurateurs to quickly communicate with its customers without human intervention; bookings are confirmed in an instant enabling owners and managers to see real-time reservation updates."

Mike Edworthy, Service and Sales Director, QuadraNet Systems

APPOINTMENT REMINDERS

BACKGROUND

QuadraNet is a market leading provider of Restaurant & Hotel Reservation and Electronic Point of Sale solutions across the world. QuadraNet Systems became a limited company in 2002; it is the premier supplier of reservation and electronic point of sale solutions around the world. The company develops, trains, installs and supports its electronic point of sales systems. QuadraNet's customers include: The Ritz, Babylon Hotels, OXO Tower, Fifteen London, Duck & Waffle, and The Rules.

Industry: Hospitality & Leisure
Website: www.quadranet.co.uk

CHALLENGE

At present, most restaurants and staff spend the majority of their time confirming, amending or cancelling bookings. To ease this time consuming and costly task Quadranet required a solution that would cut costs and increase efficiency.

Mike Edworthy, Service and Sales Director, comments, "No-shows cost restaurants a huge amount in lost revenue every year. For that reason, an extensive amount of time and resource is invested in confirming bookings prior to a diner's visit. At present, restaurateurs face the necessary and time-consuming task of calling diners one by one to confirm bookings, often only to be confronted by their voicemails.

OBJECTIVES

- Fully automate the procedure.

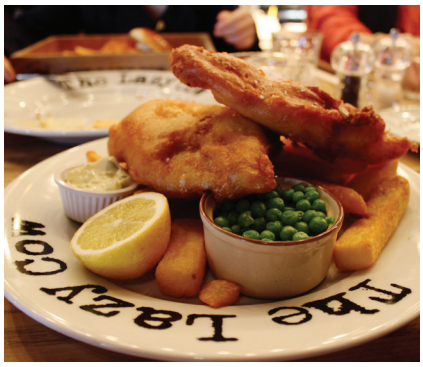
- Visible real time customer updates on the reservation system.

- Maximize the capability of communicating with customers.

- Increase customer satisfaction.

- Save time and money.

- Reduce the amount of "no-shows".



SOLUTION

The Boomerang solution allows receipt of the restaurant's text messages, the customer merely has to reply 'confirm'. The status of the booking is then automatically changed within the booking system.

"At present, restaurants face the necessary and time-consuming task of calling diners one by one to confirm bookings, often only to be confronted by their voicemails. Boomerang's 2-way intelligent SMS technology solves this problem by automating this daily procedure."

Mike Edworthy

If the customer wishes to alter their booking or add a message they can send a reply which will automatically appear on their booking. "The Boomerang intelligent SMS communication solution allows restaurateurs to quickly communicate with its customers without human intervention; bookings are confirmed in an instant enabling owners and managers to see real-time reservation updates."

APPOINTMENT REMINDERS

RESULT

Boomerang's intelligent SMS solution smoothly integrated into QuadraNet's table confirmation software in Babylon Roof Gardens, Harvey Nichols, Okura, Rules Restaurant, The Lazy Cow, The Witchery, and The Pig Hotel.

Boomerang automated the previously manual process of making a phone call and confirming bookings.

Restaurant managers and staff gained maximum visibility of the confirmation process as a customer's response automatically updates the booking status of a reservation .

The system maximizes the capability of communicating with the customers as well as allowing the restaurant to be efficient in ensuring tables are occupied every evening

This saves time and money, and enables staff to pay more attention to customers Increasing satisfaction and helps to avoid the build up of "no-shows".

Before SMS installed	
Number of Bookings	1,000
Cost of call (per minute)	£0.20
Cost of staff (per hour)	£6.00
Duration of answered calls (minutes)	1.5
Duration of unanswered calls (minutes)	0.5
Cost per answered call	£0.45
Cost per unanswered call	£0.05
% of first calls answered	75%
Number of first calls answered	750
Cost of first calls	£337.50
% of fist calls unanswered	25%
Number of first calls unanswered	250
Cost of first calls (unanswered)	£12.50
Cost of second calls	£112.50
Time to update booking (minutes)	1.0
Total time to update bookings (hours)	16.67
Cost of updating bookings	£100.00
Hours spent on calls (per month)	43.75
Total cost of calls (per month)	£562.50

After SMS installed	
Number of Bookings	1,000
Cost of SMS (per message)	£0.10
Rental cost (per month)	£150.00
Cost of SMS	£250.00
% of SMS replies	80%
Number of SMS replies	800
% of no replies	20%
Number of no replies	200
Cost of calls to no replies	£90.00
Time to update booking (minutes)	1.0
Total time to update bookings (hours)	3.33
Cost of updating bookings	£20.00
Hours spent on calls (per month)	8.33
Total cost of SMS (per month)	£360.00
Hours saved (per month)	35.42
Cost saved (per month)	£202.50

All figures based on live QuadraNet Client trials.

This table shows QuadraNet's statistics before and after the installation of Boomerang intelligent SMS.

