

Open Table Relationship Management

Open Table is currently the system that we use to let guests know that we have tables available through an online reservation system. It can both help us with guest management as well as give us a new level of operational insights and optimization.

How this tool should be currently used in the restaurant:

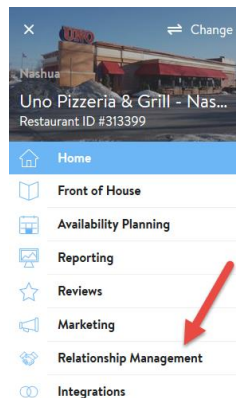
- Using the online system to allow reservations via the Open Table website
- Using the seating chart as a seating rotation and assigning sections to servers on the floor
- Seating all walk in guests through the Open Table tablet, allowing for:
 - Attaching a name and guest information to all walk-in guests
 - Adding tags to walk-in guests to help better serve that specific guest in the future
 - Keeping a call-in reservation list
 - Cover count tracking via the tablet

Information Now Accessible Through Open Table:

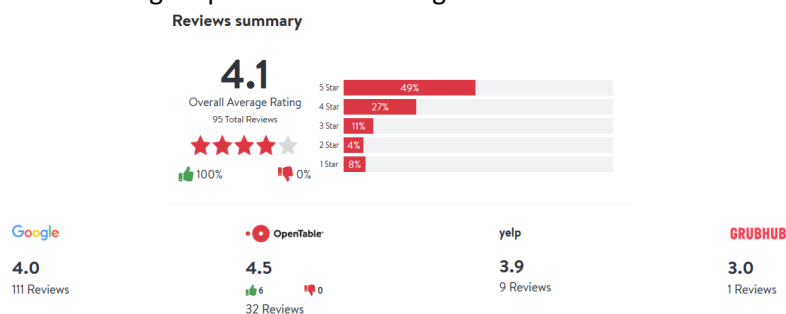
- The ability to see all reviews across all digital platforms that allow for reviews of the restaurant
- Overall rating of the store based on online reviews
- The ability to search reviews based on topics or key words to dial into more detailed feedback

Using the New System: It is a very user friendly system, and you can access it the same way you access Open Table on your back office computer.

1. Log into your Open Table dashboard, and use the menu on the left side of the screen and choose Relationship Management



2. From here you will see a summary of the reviews for your restaurant with your overall rating. It also gives you the average score on each of the digital platforms where a guest can leave a review.



3. On the left side of the screen is another menu that gives you options of how you want to look at the data.
- REVIEWS: This gives you the ability to see all of the reviews and sort by a number of different metrics.

- TRENDS & METRICS: This allows you to break down the reviews to the server level to sort the reviews within subgroups, based on reviews that have been left through the Open Table system.

- In order for this part of the CRM to be useful, you will need to always be using the seating option on the Open Table tablet. This is how the service can be tracked by server.
- If guests are not seated using the Open Table tablet, not only will the server information not be linked to the table, but your cover counts will not line up.

- KEYWORD SEARCH: This page gives you the ability to search through the reviews for keywords.

- SENTIMENT: This page breaks down the reviews of your restaurant into general categories to give you an idea of where you can most improve and where you are succeeding the most in the eyes of your guests.

	Overall	Food	Service	Beverage	Atmosphere	Value
All restaurants	A- (2,270)	A (705)	A- (111)	B+ (140)	B+ (63)	
Su Casa Mexican Restaurant	B- (29)	C (14)	A- (3)	No mentions in selected time period	No mentions in selected time period	