

“Superb's all-in-one platform enables me to save time and personalise each guest experience based on previous visits. At the same time, Superb makes it easy to keep track of my sales, costs and gross profit.”

— Joe Devine, Head chef at Boo Natur in Hjortkvarn.

The Story

The story of Boo Natur began years back when British chef Joe Devine meet Karl-Frederik Hamilton accidentally during a cook-along in Sweden. Joe was brought to Sweden by love and was at that time, after working one of the best restaurants in Sweden, struggling to find his feet after moving a few hours outside Stockholm. Shortly after the meeting, Karl-Frederik invited Joe to open a restaurant at the Boo Castle. Joe quickly fell in love with the place and opened the doors to his brainchild, Boo Natur, In September 2017: A small high-end restaurant with only five tables located far away for public transportation - The perfect getaway experience.

We sat down with Joe from Boo Natur to discuss how moving away from using multiple systems helps him to simplify his daily operations, collect insights to personalise each guest experience and keep track of his sales, costs and gross profit.



What problems did you have before discovering Superb?

Before Superb, I was taking bookings via telephone or email, and it was taking up far too much of my time. I'm a chef running a restaurant, so I need all the time I can get, and sitting answering the phone and emails all day was not working for me. Our previous system only allowed guests to make a preliminary booking which for us when creating a menu of 18 different servings doesn't help at all. I spent so much time figuring out whether guests were coming or not.

Why did you choose to partner with Superb?

Honestly, it was my friend, Robban, now working at Ichi, who took the time to show me how excellent and most important time saving the platform was. And how simple it was for our guests to book a table with us.

What is different about Superb compared to previous systems you have used?

The innovative platform allows us to personalise each guest experiences by enabling us to gather insights based on previous visits, such as preferences and purchases. The professional yet straightforward reservation experience also provide our guests with the very best first impression of our restaurant.

Why did you choose to upgrade to our all-in-one?

Again I am a chef running a restaurant time is not my friend. With Superb, I now have everything in need to run my restaurant and create a better experience for our guests - one place.

What does it mean for you to have all the tools you need in one platform?

Superb's all-in-one platform enables me to save time and personalise each guest experience based on previous visits. At the same time, Superb makes it easy to keep track of my sales, costs and gross profit.

Why is it essential for you to be able to collect and use data about your guests to enhance your guest experience and create relationships with your guests?

We are a very intimate restaurant, with a professional and relaxed approach to our guests. We strive to connect and establish a personal relationship with every guest, which is why we have a significant amount of our guests who come to us time and time again. Superb's platform allows us to make notes, save preferences and makes suggestions for the next time our guests come back, allowing us to create an even more personal experience next time.

How does Superb help make your everyday life easier?

The platform is next to near flawless; the confidence I have in the platform means I'm no longer second-guessing about my bookings or calling every guest to double-check if everything is correct.

Why should a restaurant work with Superb?

Superb's Guest Experience Management platform is the best restaurant platform in the market. The platform is professional, simple to use, reliable and very easy to customise to match the needs of your restaurant. And If I have any questions or problems, it will be dealt with within a matter of hours. Nothing comes close to what Superb offers.

[Meet Joe and listen to his story.](#)