

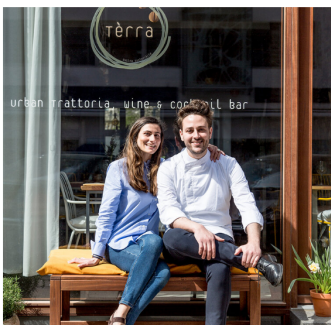
“Superb’s all-in-one platform helps us to provide each guest with personalized experience making them come back.”

— Valerio Serino and Lucia De Luca, Co-owners of Restaurant Terra in Copenhagen.

The story

This story will take us into a modern Italian restaurant based in the capital of Denmark, Copenhagen. Terra is a contemporary cuisine presenting local, organic materials transformed into the Italian inspired recipes. Valerio and Lucia, the owners of Terra, have been living in Denmark for about seven years, and therefore, their mentality is pretty changing into the one here in Copenhagen. This is also why they decided to combine the Danish and Italian culture of cuisine in order to create a very interesting concept of Terra restaurant.

As the Terra team is slowly starting to re-open their restaurant, we took an opportunity to have a small talk and ask about their journey since the very beginning, from opening a business in Copenhagen, through building the customer network on the Danish market, and finally to find out how Superb made it a bit easier with their early challenges.



What problems did you have before discovering Superb?

We couldn't plan the dining experiences in advance and we were struggling with no shows. Moreover, we were not able to forecast if we're going to be busy on a given day or not.

Why did you choose to partner with Superb?

We wanted to get in closer contact with our guests and be able to plan and personalize each experience in advance enabling us to save both time and money.

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

Superb envisioned the future of fine dining experiences. We are finally able to simplify our daily operations by gathering all our tools in one place, while using data to provide each guest with a personalised experience.

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

First of all, because we are definitely satisfied working with Superb. We want to be part of Superb's amazing vision. The all-in-one platform enables us to save time by making every step we take more efficient and easier. We need industry experts to help us, so we can focus on our passion and expertise.



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

It helps us to save time, work more efficiently and to better meet the needs of our guests.

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?

Our vision's to give each guest a unique experience, matching the guests' needs and requests. Collecting data is, therefore, essentials for us to serve up personalised experiences for every guest.

How does Superb help make your everyday life easier?

It helps us to plan and schedule each guest experience with ease. We are always a step ahead with everything from kitchen prep and planning, shift planning, getting in contact with guests, reminders, and feedback after their experiences. Every step, to be closer to the guest is very easy to make now.

Why should a restaurant work with Superb?

Because it's a contemporary service that every restaurant needs.

Thanks for sharing your experience with us, we are humbled to be collaborating with you and to have you as part of our worldwide community of restaurants.

[Experience Terra in Copenhagen](#)