



Success Story

## How Al Aseel Doubled Revenue in One Year with SevenRooms



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For diners in Sydney, Al Aseel is more than a restaurant, it's a cultural landmark. Known for its vibrant Lebanese flavours, the group spans ten venues, from intimate suburban dining rooms to the bustling Accor Stadium location serving hundreds before major sporting events and concerts.

But with scale came complexity. Managing bookings for everything from family dinners to 85,000-fan game days meant the team needed tighter control, fewer no-shows and a way to personalise experiences across every location.

The solution? Rolling out [SevenRooms](#) across the group, introducing smarter booking flows and unlocking new revenue streams. In the last year, that strategy resulted in a **116% growth in revenue**, while delivering smoother operations and more memorable guest experiences.

Here's how they did it.

## From NowBookIt to a new standard

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## Cutting manual work and keeping shifts running smoothly

With ten busy venues, smooth operations are non-negotiable. SevenRooms gives Al Aseel precise control over each shift, reducing manual adjustments and keeping service flowing.

"We can control how many people are booked in each time slot," Tim says. "It allows us to have the buffer time in between the customers leaving and a new table coming!"

The auto-seating feature has been a standout for the team. Instead of manually assigning every reservation to a fixed table, and having to reshuffle when plans change, SevenRooms automatically assigns the optimal seating mix. "A lot of the guesswork and a lot of the manual assigning is taken out of it," Tim explains. "If a table gets taken, it'll just automatically pop it somewhere else."

The result: faster turnarounds, maximised seating space and fewer mid-shift disruptions, freeing staff to focus on guests instead of the floor plan.

## Locking in revenue with prepayments &

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Not only do these features streamline operations, they also drive revenue. Through SevenRooms, revenue from **prepayments have increased by 166% YOY**.

## A booking experience that keeps guests in the family

With ten venues across Sydney, Al Aseel wanted to make it easy for diners to find another spot in the group if their first choice was full—keeping bookings “in the family” instead of losing them to competitors.

SevenRooms’ white-labeled, [multi-venue booking widget](#) makes that possible, allowing guests to browse and book any location from one branded, seamless page.

At the same time, individual venue widgets are getting a visual upgrade to SevenRooms’ new, sleeker design. The Accor Stadium location was the first to roll it out, offering guests a faster, more intuitive booking experience.



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## Easy to use, easy to recommend

For Tim, SevenRooms’ value goes beyond features. “It’s easy for the team to use, and it works the way we need it to,” he says.

With reliable support, an intuitive interface and powerful customisation, SevenRooms has become the operational backbone for one of Sydney’s most dynamic hospitality groups.

"I've used a lot of systems," Tim says. "None of the others are even close to SevenRooms."

## Ready to see what SevenRooms can do for your business?

[Book a demo today](#) and discover how we can help your team streamline service, drive revenue and elevate the guest experience to keep diners coming back.



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