

Andonis Café & Bar Achieves 80x ROI in First 4 Months



\$86K

SAVED ON THIRD-PARTY
COMMISSION FEES IN FIRST
FOUR MONTHS*

9,000

NEW EMAIL ADDRESSES
ADDED TO CLIENT
DATABASE

5,800

GUESTS BOOKED VIA GOOGLE
RESERVE INTEGRATION

6.2%

RESERVATION RATE AMONG
RECIPIENTS OF AUTOMATED
MARKETING EMAILS

Since opening in 2018, Andonis Café & Bar has been a fixture in the Yeerongpilly suburb of Brisbane, Australia. As more and more locals flocked there to enjoy the restaurant's specialty coffee program, highly Instagrammable menu of Modern Australian dishes with a Greek twist, and proudly dog-friendly space, their operations expanded to include two additional locations.

With a sizable number of walk-ins daily and busy weekend brunches, Andonis' leadership team began looking for ways to boost reservations on slower days and times. In order to accomplish this, they needed:

- A technology partner that integrated with Google Reserve to enable fee-free bookings
- A platform that offered robust reporting tools for tracking each venue's performance
- An easier way to maintain strong relationships with this new influx of guests over time

SevenRooms' Guest Experience & Retention platform was able to help them address these simultaneous goals through:

- Direct, commission-free reservations
- Comprehensive venue-level reporting
- Guest feedback & review aggregation
- Marketing automation tools proven to boost loyalty

Direct Bookings, at the Click of a Button

Wanting to optimize their digital real estate, Andonis Café & Bar incorporated SevenRooms' white-label reservation widget across their website, Instagram and Facebook pages. Leveraging the cross-selling functionality of the same widget, they were also able to redistribute surplus demand at one venue to their other two locations. By making it easy for guests to #BookDirect through these owned online channels and avoiding third-party cover fees, the three cafes realized a cumulative savings of \$86,000 USD* over the first four months of working with SevenRooms.

Noting that much of their website traffic was coming from Google, the team also chose to take advantage of SevenRooms' integration with Google Reserve to drive even more direct bookings. Besides saving their guests the hassle of downloading an additional app, the team also benefited from being able to collect valuable data in the form of guest email addresses to grow their client database automatically. As a result, over those same four months, the restaurants drove an additional 5,800 direct covers through Google Reserve and saw more than 9,000 new guests added to their client database.

SevenRooms' re-engagement email campaigns are a big part of how we've been able to grow our guest database. We came in with roughly 10,000 emails total when we migrated over – and in just four months, that number has grown to over 19,000. That's incredible.

Alex Pavel

IT & Marketing Manager

I love that we can respond to negative feedback directly via SevenRooms. It adds amore personalized touch for the customer, allowing us to be more open, sincere, and provide a customized solution based on their experience. It's never been this easy ona public platform like Google reviews. There are only so many ways you can say 'I'm sorry.'

Alex Pavel

IT & Marketing Manager,

Turning Hindsight into Foresight

Despite being locked into a long-term contract with their previous software provider, Andonis Café & Bar adopted SevenRooms across all three locations in late 2021. Taking advantage of the platform's full suite of built-in reporting tools, they unlocked detailed insights into the daily, week-over-week and month-over-month performance of each venue. Comparing these new figures against historical data, the team saw the SevenRooms impact immediately—with four record-breaking months in a row, and a staggering 7,900% ROI.

Thanks to SevenRooms' Guest Feedback and Review Aggregation tools, they were also able to keep a close eye on customer satisfaction and proactively address any service issues. Not only were the feedback emails themselves automated; but aggregated summaries of guest reviews across all the major platforms were automatically filtered, scheduled and sent to managers' inboxes on a weekly basis. Close monitoring of these reports continues to be a valuable guest recovery tool for their businesses.

Building Relationships, Boosting Revenue

Wanting to build strong relationships with these new guests while maintaining existing ones, the team also implemented SevenRooms' best-in-class marketing automation tools. Leveraging a library of ready-built campaigns, Andonis Café & Bar began sending automated follow-up emails after every reservation and every review, as well as re-engaging guests who had not visited in awhile. These hyper-targeted emails resulted in 6.2% of recipients booking their next reservation (~3x industry average), and generated nearly \$5 of revenue per email sent (~4x industry average) over their first four months on the platform.

*Estimate based on average fees of \$1 per cover booked through third-party marketplaces



SevenRooms

a DoorDash company

Interested in learning how the SevenRooms Guest Experience & Retention platform can help your business eliminate third-party fees, uncover crucial business insights and boost repeat business?

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