



Success Story

Atelier House Generates 538k AED in One Year With



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The words "innovative" and "groundbreaking" are often used when describing restaurant concepts, but Atelier House Hospitality truly earns these descriptors.

As a subsidiary of the U.S.-based Altamarea Group, the boutique restaurant group operates seven unique concepts in Dubai.

The group also acts as a restaurant consultancy firm specialising in concept development, menu design and marketing — all while consistently redefining what it means to be a successful restaurant.

For example, Atelier House Hospitality broke the mould when they opened [11 Woodfire](#), the first non-alcoholic venue to be awarded a [Michelin star](#) in the world.

During the restaurant's opening, they were in search of a reservation platform that would integrate with their existing POS, Tevalis. But they also wanted a user-friendly system that would make training fast and easy and improve efficiency.

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After implementing SevenRooms' CRM and marketing software, Atelier House Hospitality was thrilled with the results. They **generated 538,447 AED (\$146,596.77) in incremental revenue and drove 3,698 covers** in one year.

Wowing Every Guest, Every Time

With SevenRooms' CRM, Alexandru and his team can create guest profiles that enable everyone, from marketing to servers, to create an outstanding customer experience.

Using custom Auto-Tags, the team takes notes on customers, including dining preferences, special requests and more. This allows them to deliver highly personalised service across channels, from in-restaurant to email inboxes.

To ensure servers deliver an exceptional experience, they're given printed chits before and during service. These briefings contain everything they need to know about a particular guest, from their favourite wine to past reviews.

Since SevenRooms collects data through reservations, guest profiles and POS system integration, Atelier House Hospitality is able to put detailed guest knowledge in the palms of servers' hands — literally.



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These impressive results clearly show that email marketing is an extremely successful way for Alexandru and the team to communicate with customers. Plus, implementing Automated Emails lightens the load for the team while helping to improve guest satisfaction.

"The marketing automation allows us to send emails from the GMs and they're working really well. It provides that personal touch that customers respond to," said Alexandru.

Reputation management has also been made easier with SevenRooms' review aggregation features. Not only can they view all their reviews in one place, but they can also link them to guest profiles. This allows Alexandru and the team to quickly follow up

with reviewers. Most importantly, it enables them to know when past reviewers walk through the door so they can deliver personalised customer service every time.

"We are very actively monitoring reviews," Alexandru said. "If there's a negative or positive review, we can easily get back to them. That's part of the whole thing: simplicity. It's very easy for people to review our restaurants and we get a lot of feedback from SevenRooms. I think it's the biggest feedback generator — even more than Google Maps."

Implementing SevenRooms' marketing features has been so successful that Atelier House Hospitality has been able to cut down on external marketing software. They've



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