Fazenda Creates Personalised Guest Experiences, Grows Covers 39% Year Over Year

SevenRooms
+
FAZENDA
RODIZIO BAR & GRILL

341K
DIRECT, COMMISSION-FREE COVERS IN FIRST 7 MONTHS

£70K
GBP RESERVATION REVENUE GENERATED BY AUTOMATED MARKETING EMAILS

78K
NEW EMAIL ADDRESSES ADDED TO CRM DATABASE

Fazenda: Expanding with Tradition and Technology

Tomas Maunier, Managing Director and Co-Founder of Fazenda, opened his first restaurant in Leeds in 2010, bringing his childhood experiences in South America to the UK. Celebrating the Rodizio tradition, Fazenda delights guests with freshly-grilled meats carved tableside. Smoky aromas and sizzling sounds create a unique dining experience, complemented by warm hospitality, modern interiors and an extensive wine program.

Fazenda grew to serve cities across the North, with locations in Birmingham, Liverpool, Manchester and Edinburgh—plus an opening in the City of London in August 2023. As the group expanded, they needed a tech partner who could help them deliver exceptional guest experiences, on and offline, at scale. After a year of careful consultation, Fazenda's Head of Marketing, Natalia Andrade, and the team turned to SevenRooms, pushing the system live across all sites in October 2022. Once up and running, SevenRooms' unique technology offering enabled Fazenda to quickly grow revenue and delight guests through:

- Direct, commission-free reservations
- Full ownership of guest data
- White-labelled reservation widget with prepaid upgrades enabled
- Comprehensive CRM database with ePOS integration
- Marketing automation tools proven to drive repeat business

Taking Back Control

Before using SevenRooms, Fazenda was missing out on valuable guest data—the cost of doing business with traditional third-party reservation apps. Now, SevenRooms' white-labelled reservations widget, seamlessly embedded on Fazenda's website, allows guests to quickly make a booking, add requests and take advantage of pre-ordered upgrades.

Besides creating a seamless booking experience for their guests, valuable guest data including contact info, preferences and more are now captured for every reservation and saved for future visits.

With SevenRooms' direct solution in place, Fazenda processed **341,000 direct covers in the first seven months.** With full ownership of their guest data, Fazenda also **added 78,000 contacts to their CRM database with 12,000 new opted-in subscribers** over the same period.

> SevenRooms gave us the ability to harness guest data and leverage it to personalise the guest experience in away that was in line with our business goals. Being able to utilise these insights effectively was a definite pull for us. SevenRooms was amore modern solution that could change and evolve with us.

Natalia Andrade
Head of Marketing, Fazenda

Personalised Experiences at Scale

As Fazenda grew, it was more difficult to offer the personal touches that had been a huge part of the brand's success. They needed a way to quickly access the guest insights that empower their teams to offer a warm welcome and personalised dining experience.

Their old system required them to manually export and segment guest data. SevenRooms automates the process by capturing guest data and automatically applying guest and reservation tags within their CRM, saving valuable time for the team. Even at peak times, robust guest profiles are easy to pull up and clearly display key information at a glance.

Thanks to the presence of profile pictures, reception teams can even welcome guests by name as they walk in. These small touches of hospitality have a sizable impact: over seven months with SevenRooms, monthly covers have increased by as much as 39% compared to the previous year.

Strengthening Guest Relationships

Leveraging the guest data collected through SevenRooms, Fazenda can easily send targeted, automated marketing emails to specific segments of their CRM database. To start, the team sent out post-dining feedback surveys to continue the conversation with guests while also generating additional revenue through repeat reservations.

This campaign was so successful that the team believed there might be an error, but the results were real. The automated emails achieved a 63% open rate, which is 1.4x the industry average. And of those that opened the message, 17% went on to click through to the reservation page–a click-to-open rate 2.8x higher than the industry average.

In total, the emails generated more than £70K in reservation revenue in just seven months. Thrilled with these immediate results and believing in the enormous potential of these campaigns moving forward, Fazenda anticipates more extensive use of SevenRooms' automated marketing tools in the future and will continue to leverage guest data to elevate the entire guest journey.

> As a company, we really focus on personalising the guest journey on- and offline. SevenRooms gives us the opportunity to do that. We can leverage guest insights and data based on recency, frequency, value and purchase behaviour, and the segmentation that is possible through condition-based auto-tags is a game changer for us in terms of marketing

Dayle O'Hara
Marketing Manager, Fazenda

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