



Success Story

FoodFund International Generates 654K AED With



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In a competitive market like Dubai, where unique and compelling dining concepts are considered the norm, cultivating guest loyalty is crucial if you want to succeed.

Alberto Carello, Head of Innovation & Special Projects for FoodFund International, knew that guest data was the key to winning loyalty at scale — he looks after the digital experience for 10 innovative and vastly different restaurant concepts in Dubai alone. **Sharing guest data seamlessly across all venues is vital for delivering**

memorable experiences. Still, the group's previous reservation systems were plagued with inefficiencies, hindering their ability to control and personalise the guest experience.

After searching for a more robust reservation solution with a reliable guest database, they switched to SevenRooms in October 2022. The first FoodFund International venue to use SevenRooms' integrated reservation and CRM platform was its vintage Italian concept, Ristorante Loren, in Dubai.

Just six months later, they onboarded 13 additional venues to the SevenRooms platform, finally unlocking three key strategies for winning loyalty:



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profiles and data.

Now when new guests book a reservation, they're able to collect accurate guest data and leverage pre-built and custom Auto-Tags such as "first-timers" or "regulars" to help them spot trends and deliver more personalised service — no matter where a guest dines within their portfolio.

Automated Marketing Boosts Repeat Visits and ROI

Leveraging SevenRooms' robust profiles, guest tags and [guest feedback features](#), FoodFund International also unlocked new, more effective ways to communicate with their guests.

For example, they can now filter and segment the guest database for specific tags to create targeted marketing communications for first-time diners or for re-engaging

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was customising the digital guest experience based on each venue's unique brand.

Alberto wanted more control over customising buttons, text and images because when it comes to branding, details are important.

From customised reservation widgets and offer pages to [branded emails](#), they now have the flexibility to showcase their unique concepts across every touchpoint ensuring a consistent guest experience.

Alberto shared, "Every restaurant brand we create is made by us. They have unique identities and feels. So one of the big pluses with SevenRooms is the ability to have unique branding for each of the restaurants — even down to controlling the buttons and text!"



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