

# IGC Hospitality Saves \$4 Million Over 7 Years with SevenRooms



**7.5**

YEARS UTILIZING SEVENROOMS' GUEST EXPERIENCE & RETENTION PLATFORM

**\$4M**

SAVED WITH DIRECT, COMMISSION-FREE COVERS

**1.3M**

RESERVATIONS BOOKED VIA SEVENROOMS

**\$203K**

INCREMENTAL REVENUE GENERATED BY AUTOMATED MARKETING EMAILS SINCE MARCH 2020

The story of IGC Hospitality is one of constant evolution. Founded in 2010 as In Good Company, the group started with a single saloon on New York's Upper East Side and has since expanded to include a dozen venues spread across three boroughs plus two Florida openings coming soon. As their portfolio grew to include sit-down restaurants, an iconic rooftop bar, a jazz lounge and even a hotel, so did their need for an agile technology partner that could scale alongside them.

That's why, in early 2015, IGC's leadership team sought a software solution that could help them streamline operations, facilitate data sharing and enhance the guest experience across all of these distinct properties. SevenRooms' Guest Experience & Retention Platform was able to help them achieve each of these goals through:

1. Direct, commission-free reservations
2. Full ownership of their guest data
3. Integrated events & experiences
4. Marketing Automation tools proven to boost loyalty

## Unlocking Data, Uncovering Savings

Over the group's first years in business, the costs of participating in third-party reservation marketplaces began to accumulate. The associated cover fees eroded their bottom line, while relinquishing valuable guest data hindered their marketing efforts. Worse yet, siloed client databases in each venue made it impossible to identify or acknowledge group-wide regulars and VIPs.

Once SevenRooms' direct booking solution was in place, IGC could collect guest contact information for every reservation and automatically link it to a corresponding profile in their CRM database.

A white-labeled booking widget made it easy to collect advance payments for parties and other special events, while the platform's cross-selling functionality allowed them to redirect guests trying to visit a fully-booked venue to sister properties with availability.

These direct bookings helped the group capture and own a gold mine of guest data while avoiding third-party commissions—saving \$4 million on cover fees over 7.5 years with SevenRooms. And while they continue to lean on reservation marketplaces to bolster business on their slowest days and times, today these account for less than 4% of their total bookings.



**Stephen Maly**

*Director of Guest Relations & Hospitality*

When we first got SevenRooms, it was a reservation platform. Now we're utilizing it for upgrades, data-driven marketing, feedback & review aggregation, guest recovery, even ticketed events. With dinner reservations, we get one person's contact info. With these events, we have 200-300 people coming through the door and can capture emails and phone numbers for every single one.



## Getting to Know Their Guests

Prior to implementing SevenRooms, IGC had no way of tracking repeat guests who visited multiple properties within the group. But since adopting the platform, the group has fielded 1.3 million direct reservations and sold tickets for dozens of unique experiences including parties, concerts and yoga classes. This allowed them to collect upwards of 349,000 new email addresses and feed them directly into a unified client database across all venues.

Comprehensive guest profiles within their CRM system now build themselves, and this single source of truth makes it easy for the staff to identify what they call "guests of interest". SevenRooms' custom Auto-tagging capabilities enable a variety of Client and Reservation Tags to be applied locally or group-wide, while fully-integrated point of sale software provides access to item-level order and spend history.

## Understaffed but Over-Delivering

Like many of its hospitality industry peers, IGC faced significant staffing challenges throughout the pandemic. Yet with a wealth of information at their fingertips, the shorthanded team was able to deliver exceptional guest experiences on-site, effectively segment their CRM database and send personalized marketing campaigns that kept their venues top of mind before and after every visit.

Automated feedback surveys allowed the group to follow up with every guest, every time, helping them effectively rebound from negative experiences and reinforce positive ones. IGC leveraged SevenRooms' pre-built library of marketing emails to acknowledge first-timers and repeat guests, invite lapsed diners back in, and—guided by a Help Center training video—create a custom email to wish guests a happy birthday. Collectively, these targeted automated marketing campaigns have generated an additional \$203,000 of revenue since March 2020.

Due to a ripple effect of the pandemic, staffing has proven to be a challenge industry-wide. This makes SevenRooms' automated marketing emails that much more important to us. Feedback surveys in particular buy us valuable time for guest recovery in the case of a negative experience, or help us put an exclamation on an already positive one.



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*Director of Guest Relations & Hospitality*



**SevenRooms**

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## Ready to increase repeat business?

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