

Mina Group Leverages Data to Create Personalized Experiences for 3.2 Million Guests and Counting



3.2M

DIRECT, COMMISSION-FREE
COVERS BOOKED IN 4 YEARS
WITH SEVENROOMS

1M+

GUEST PROFILES IN
CRM DATABASE

288K

UNIQUE EMAILS CAPTURED

\$428K

INCREMENTAL REVENUE
GENERATED VIA AUTOMATED
MARKETING EMAILS IN 2021

Originally founded by Chef Michael Mina in 2002, Mina Group operates over 40 venues across 10 U.S. states as well as Dubai. Over two decades in business, the hospitality group has earned prestigious accolades from Michelin, the James Beard Foundation, Esquire and countless others. With diverse concepts ranging from burger bars and brasseries to steakhouses and seafood-centric fine dining, each of their outlets reflect both Mina's culinary vision and the warm hospitality that has become an indelible part of the brand.

In an industry built on loyalty, Mina Group's managers were especially driven in their mission to turn first-timers into regulars. Yet while they knew they could count on their teams to create exceptional experiences on-site, having to forfeit valuable guest data to third-party booking platforms made it difficult to connect with their clientele before and after each visit.

That's why, in early 2018, the group sought a technology partner that could help them optimize every step of the guest journey, on- and off-premise. **SevenRooms' Guest Experience & Retention Platform** was able to help them achieve this goal through:

- Direct, commission-free reservations & orders
- Full ownership of their guest data
- Integrated events & experiences
- AI-powered table management tools
- Marketing automation tools proven to boost loyalty

You Had Me @ Hello

Over the years, Mina Group's venues had built a sizable fan base, both individually and collectively. But participation in third-party marketplaces made new customer acquisition a costly endeavor, and the leadership team lamented the fact that they were able to capture email addresses for just 6% of the guests who booked through their previous reservations platform.

With SevenRooms' direct reservations solution in place, valuable guest info including email address and phone number could be collected the moment someone booked a table or placed an online order. A white-labeled booking widget also made it easier than ever for the restaurants to merchandise wine dinners and other special events, as well as boost crossover bookings at sister properties.

Besides creating a more seamless experience for their guests and saving on third-party commission fees, Mina Group was able to grow their CRM database considerably—tallying up nearly 3.2 million direct covers and capturing ~288,000 email addresses over their first 4 years with SevenRooms.

I love the SevenRooms philosophy that it's our guests, our data. We have over a million clients in our CRM database now, and the ability to engage with them before, during, and after every dining experience. Comprehensive profiles complete with custom auto-tags, feedback, spend data and more also help us curate and customize experiences for all of our guests from coast to coast.

Ashley Keeney

Director of Administration



Artificial Intelligence, Real Results

Wanting to make the most of every seat in every venue, Mina Group's leadership team devoted considerable energy to optimizing their reservation books. But with a diverse portfolio of concepts, finding a one-size-fits-all solution was next to impossible.

Luckily, each venue was able to utilize SevenRooms' AI-driven table management tools in order to take the guesswork out of table assignments. By leveraging the auto-assign seating algorithm exploring more than 10,000 combinations per second, nightly services became smoother and host teams had more time to connect with guests. Meanwhile, a robust suite of reports empowered managers to make data-driven decisions and adjustments to their reservation strategy over time.

From Future Fans to Platinum VIPs

With the goal of cultivating as many regulars as possible, front of house teams in Mina Group restaurants took note of guest preferences whenever possible to be able to create "wow" moments for them during future visits. But the time-consuming, manual nature of this process and the limitations of their old CRM system made knowledge sharing across locations incredibly difficult.

With SevenRooms custom auto-tags, an array of reservation tags and client tags could be applied both locally and group-wide, adding additional nuance to the guest profiles being built automatically within their database. Guests who have made two visits in as many months were now labeled as "Future Fans", while those who piled up 20+ visits earned the distinction of "Platinum VIPs".

Strategically segmenting their client database paved the way for truly personalized service as well as hyper-targeted marketing campaigns. Despite massive challenges posed by the coronavirus pandemic, Mina Group was able to leverage SevenRooms' pre-built library of marketing emails to follow up with every guest, generating an additional \$428,000 of on-and off-premise revenue in 2021.

I personally love the Follower feature within the app where I get alerted when our Platinum VIPs are dining in our restaurants. I can see in real-time when they are dining, what they are ordering, who is taking care of them and more. It's the real-time data I have always wanted and SevenRooms has made this so easy and user-friendly.

Chef Michael Mini

Founder



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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