SevenRooms

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Success Story

How Data Consolidation Skyrocketed Solotel's Revenue

Managing even one restaurant's tech stack can be challenging for any team. But when you have over 20 properties, data consolidation isn't just a nice-to-have — it's a necessity.

Robert Squillacioti is the chief marketing officer for Solotel, which manages a diverse portfolio of pubs, bars, restaurants and hotels across Australia. While Robert knew that data consolidation would be a game-changer for Solotel, there was one major roadblock: he couldn't find the right solution.

"We'd done a lot of work in understanding operationally what customers needed in the customer experience, and we'd found that no one could really solve that," Robert explains.

Robert wanted a system that went beyond reservations — one that enabled the Solotel team, from corporate to front of house, to create exceptional guest experiences powered by data. This solution was SevenRooms — but Robert just didn't know it yet.

Without a central database, Robert and the Solotel team had to spend time manually pulling data across systems. They also didn't have easy access to high-level reporting, limiting their ability to understand guest and venue-level trends and translate that data

internally to then look at things like our ecosystem, our technology and our architecture and what's solving for what."

Through this process, the Solotel team categorised tech into four buckets: customer experience, employee experience, infrastructure and reporting, with customer and employee experience being the most important.

As Robert says, "We knew our customers' behaviour to a point, but it was very manual. We had to export data out of one system and match it from one system to another."

Finding a Central Database Solution

Reexamining Solotel's tech needs led Robert to look for a solution that was not just "an operational reservations system, but a marketing function."

Their reservation system at the time, ResDiary, was limited — it didn't give them access to the robust guest data they needed to better understand their customers and business, and it didn't solve the problem of inefficiency across the company.

After learning that SevenRooms was an all-in-one CRM, reservation and marketing

profiles and tags.

Guest profiles allow Robert and his team to store and access guest information, preferences and history, enabling highly personalised service and hyper-targeted marketing campaigns.

"What we find really works with SevenRooms is the instantaneous, or automated messages, we can trigger off the back of particular behaviour. We've seen great success with the birthday campaigning. Great success in the upgrades."

Guest tags, on the other hand, enable guest segmentation based on specific criteria, like visit frequency, spending thresholds and feedback, leading to deeper insights and tailored guest experiences.

"Through our customer data platform, we can now create segments based on guest behaviours including spend and visit history which helps us better define our VIPs," Robert says, allowing his team to roll out targeted messaging, VIP treatment and special offers to drive repeat visits and more revenue.

As Robert says, "Our strategy and approach is very much customer first, and we use technology to enable that."

Increased Efficiency and Time Savings

A consolidated database has enabled the Solotel team to shift its focus from manual data-pulling across systems to effecting change at the company and venue levels.

For example, now that they don't have to spend time pulling reports, Roberts says the team can hone in on behavioural trends and parlay these insights into creating a better guest experience. Having one integrated data source has also led to more efficient and effective meetings.

"When we talk about SevenRooms, it's my customer service manager, digital marketing manager and my marketing manager from the restaurant family all together having one conversation around one bit of information instead of everyone trying to pull data from different directions."

It also means team members can interpret reports, identify trends and translate critical insights into effective strategies without outside help.

"I don't have to have a data analyst involved at all. It's all at the click of a button."

Through this feature, Robert can compare historical data to see if Soleil's venues are tracking behind, on par or ahead, and then use this data to inform business decisions.

"Because we're so diverse, the ability to get the reporting on a global scale and then be able to break it down by restaurants and then everything else, it drives a lot of our thinking."

For example, with this feature, they know what the next 10 days will look like in advance — including what percentage of reservations they should historically have by that time frame. They can then use this information to bring in more staff if they're pacing ahead or create an email campaign with booking specials if they're behind.

With multiple filtering options, like per venue and overall, Solotel can focus on increasing reservations for a priority venue or meeting or exceeding global revenue goals.

These reports can be automated and sent each week, ensuring the team remains up-to-date on each venue's performance, promoting efficient and informed decision-making.

Hyper-Targeted Upsells That Drive "Easy Revenue"

Bottle of Ruinart de Ruinart Brut
A$295 / each

⊖   0   ⊕

As you sit down and overlook our views of Sydney Harbour, surprise your guests with a bottle of Champagne to begin your
Read more

Bottle of NV Krug Grande Cuvée Brut 170ème Édition
A$830 / each

⊖   0   ⊕

As we welcome you to Aria to celebrate with your guests as you share in a bottle of one of the most
Read more

"The upgrade sale on Veuve Clicquot [at North Bondi Fish] is through the roof. It's just amazing. We know that's what the clientele wants and drinks. The ability to just have it there and add that bottle to an experience has been really, really strong."

After successful implementation, the Solotel team rolled out this upsell to another Solotel venue, their fine-dining, Sydney-based restaurant, Aria. In the screenshot above, you can see that customers are presented with a reservation upgrade after selecting a date and time. They can choose a glass or bottle of champagne at varying price points and pre-pay, so the upgrade awaits them upon arrival.

Solotel has since implemented upsells across 10 venues. **In the first half of 2023 alone,**

Robert and his team look to SevenRooms' automated email features to drive reservations and walk-ins, and the consolidated data to assess performance. Each restaurant has its own unique retention and acquisition targets. To help meet performance goals, Robert implemented an email trigger campaign featuring a customised birthday greeting and a complimentary birthday cocktail.

Showing appreciation with an unexpected gift was a hit with Solotel's venues' guests. **The campaign generated 787 covers and over $125,000 AUD in revenue.**

As Robert says, "Getting an email into an inbox to drive behaviour still works."

But the real star here was <u>guest data</u>, which allowed Solotel to send personalised birthday greetings to email subscribers before their big day, leading to a spike in reservations.

A Birthday Gift

Gordon Ramsay *comes to* Aria

SOLD OUT

More Offers

📅 Book Now

SOLD OUT

Restaurant Gordon Ramsay comes to Aria
8, 9, 10 May 2023

This exclusive three-night-only dining experience has been curated by Gordon Ramsay and Matt Moran and will feature a 7-course menu that showcases the cookery of Matt Abé, chef patron at London's three Michelin-starred Restaurant Gordon Ramsay. Matt Abé began his career at 17 in the kitchen at Aria with Matt Moran.

The menu will feature signature Restaurant Gordon Ramsay dishes that will replace British produce with ingredients from some of Australia's leading producers. Aria's award-winning wine program will be available across the three nights, as well as the option to include a premium wine pairing.

Location

Aria Sydney
1 Macquarie St
Sydney

Past events have included a wine dinner at Solotel restaurant, Barangaroo House, and a "meat master class" at Chophouse, presented by renowned Chef Matt Moran.

But the one that really resonated with guests was the Gordon Ramsay popup at Aria featuring special menu items and a wine pairing. **Using SevenRooms' event management software, Solotel sold a whopping 300 covers in seven minutes.**

Hosting unique events is a way for Solotel to ensure its venues stay top of mind with target audiences.

It's clear that managing and marketing a robust, diverse portfolio comes with many challenges. But Robert leans on SevenRooms' unified CRM and marketing solutions to create a customer-first approach that keeps guests coming back for more.

While restaurant data consolidation is an essential first step, it's how you use that data that makes all the difference. Robert makes it a point to leverage all of SevenRooms' marketing features to help increase loyalty, repeat business and revenue. This strategy has enabled Solotel to get the most out of SevenRooms' consolidated data analytics, from reservations and retention to revenue management.

To learn more about how SevenRooms can help you consolidate data across platforms, resulting in improved guest experience and deeper insights, book a demo today.

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