

The Apollo Group Drives \$500K AUD of Incremental Revenue with Automated Emails in First Year



SevenRooms

+

THE APOLLO

\$1.6M AUD

SAVED WITH DIRECT, COMMISSION-FREE COVERS IN 2.5 YEARS WITH SEVENROOMS

\$500K AUD

RESERVATION REVENUE GENERATED BY AUTOMATED EMAILS IN FIRST YEAR

182K

NEW EMAIL ADDRESSES ADDED TO CRM DATABASE

Taking Back Control

In 2012, The Apollo began serving contemporary Greek cuisine to hungry customers in Sydney. In the decade that followed, the restaurant expanded to include two Greek and two Japanese concepts between Sydney and Brisbane. While these high-volume dining destinations were operating at what felt like maximum capacity, the group's leadership team believed the right technology partner could help them expedite table turns and better facilitate personalised service.

In 2021, after discovering SevenRooms through a neighbouring restaurant, The Apollo Group adopted the platform across all four locations. They wanted to make the most out of a commission-free reservation solution, guest feedback aggregation and the undeniable power of automation. This pivot helped the group achieve its goals with:

- Direct, commission-free reservations
- Comprehensive CRM database
- AI-powered, auto-assign seating algorithm
- Guest feedback & review aggregation
- Marketing automation tools proven to drive repeat business

A Hands-On Approach, Made Better

The Apollo Group has always taken a proactive, hands-on approach to managing guest relations. Before they adopted SevenRooms, this meant manually managing guest feedback, which they collected primarily through Google. Their previous system, ResDiary, didn't provide them with the tools they needed to provide a highly personalised guest experience.

After implementing SevenRooms' review aggregation tools and comprehensive guest database, the group was able to focus on creating a tiered VIP roster. The first tier includes guests with a high number of visits or guest spend, while the second tags guests who have left either positive or negative feedback. This dual system allows the team to focus on turning regulars into customers for life, as well as repair and rebuild guest relations when needed.



Nick Ingall
Operations Manager

We come from high-volume, walk-in restaurants where every seat is full, all the time. As soon as we saw how SevenRooms' auto-seating algorithm could help us fill the restaurant and turn tables more efficiently than we could, we knew we had to use it. Add on the marketing capabilities and feedback aggregation, and the system has been a game-changer for us.

Before SevenRooms, tracking guest sentiment was a very manual process and we couldn't easily match reviews to guest profiles in our database. Now that's all automated. We've always been very hands-on with customer feedback and very responsive to it. SevenRooms just allows us to do more of what we were already doing.



Nick Ingall
Operations Manager

Fostering Holistic Hospitality

For The Apollo Group's busy locations, turning tables efficiently is essential for service to run smoothly—and SevenRooms' AI-powered, auto-seating algorithm allows them to do so with ease, saving valuable time. Since SevenRooms' direct reservation solution is commission-free, the group has also saved ~\$1.6M AUD in cover fees over 2.5 years.

They're also able to map out each service with access to data that includes much more than just cover flows, as the system also provides detailed insight into who is at each table. This in-depth knowledge isn't limited to FOH staff, either. The Apollo Group trains their BOH staff on the SevenRooms platform and gives them access to the system during service. Servers, hosts, bartenders and chefs alike can see guests' preferences, tags and dining history in real-time.

Connecting Made Easy

With a direct reservation solution allowing them to collect valuable guest data from every booking, The Apollo Group added 182,000 new emails to their CRM database. Not only did they expand their reach, but their marketing efforts became increasingly effective. Working with SevenRooms' marketing automation tools, they've seen an impressive 65% open rate (1.4x the industry average), and the group generates an average of \$5.38 AUD of revenue per automated email (2.7x industry average).

Leveraging SevenRooms' automated email functionalities allows the group to reach out to guests after their first visit, check in with guests if it's been a while since their last visit and ask for feedback—without syphoning time away from enhancing their guests' in-person experience.



SevenRooms

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