



How JBFA semi-finalist Tony Brown boosted covers by 16% after switching from OpenTable

The owner of creative, casual Spokane restaurant Ruins prefers Tock's intuitive, flexible interface and responsive customer support.

BACKGROUND

Seven years into running Ruins in downtown Spokane, owner Tony Brown knew it was time for a new era. The 40-seat bar and restaurant, known for switching up its eclectic, locally-sourced menu every week, had never accepted reservations before. The walk-ins-only model worked for Brown and his 12-person staff, many of whom have been with the Ruins since it opened.

But over time, guests requested a way to book tables in advance. So Brown signed up for the first platform he looked into: OpenTable. Unfortunately, he and his team soon experienced its shortcomings.

"It seemed a little robotic and not friendly," Brown says.

He also had issues with the platform's everyday performance and customer support. "OpenTable always had weird little glitches, and it was kind of difficult to speak to anyone when we needed help."

In 2022, Brown switched from OpenTable to Tock. He liked what he'd seen at other Spokane restaurants and wanted that flexibility and ease for Ruins.

Guests have responded to the change, too. Here's how Tock's all-in-one reservation platform helped Ruins increase covers by 16% while streamlining reservation data and providing a top-tier guest experience.



“ It just seemed more geared towards our type of restaurant. Creative, versatile, personal. It was perfect for what we were doing.

Tony Brown • Owner & Chef

CHALLENGES

Juggle online reservations and heavy walk-in traffic.

TOCK SOLUTION

Tock's easy-to-use interface and robust table management tools provided Ruins the ability to gradually integrate features as the team became comfortable with their new table management strategy.

"For the first six months, we didn't even enter walk-ins on the platform, but it's become beneficial to do that, because we now have more data at our disposal," Brown says.

By tracking reservations and walk-in guests, Brown and his team are able to begin each shift with valuable information that helps operations run smoothly.

"I like the idea of knowing what we're getting into for service for the night," he says. "Before, it was like, if people come, people come. Now, table assignments are mapped out for us already and we have all the information we need. It makes life easier."

RESULTS

- ✓ Service runs more smoothly with guest information all in one place

- ✓ Tracking reservation and walk-in data allows the team to make informed decisions faster

CHALLENGES

Manage special dinners, events, and everyday reservations on a single streamlined platform.

TOCK SOLUTION

In addition to standard dining room reservations, Ruins hosts a variety of experiences, like kitchen table tastings and collaborative dinners with regional winemakers. Highlighting upcoming experiences alongside reservations on the restaurant's Tock page helps drive guest awareness and boost sales while making promotion a breeze.

When Brown needed support while customizing the dates for kitchen table dinners, Tock's team was helpful and easy to reach.

"They walked me through it and helped me out," says Brown. "Tock is good for that. I feel like I can get a hold of somebody in a flash if I need to."

RESULTS

- ✓ Promoting experiences and events on Tock increases visibility and boosts sales

- ✓ Accessible support makes new experiences and features simple to implement

CHALLENGES

Provide a frictionless guest experience and increase covers overall.

TOCK SOLUTION

Ruins started taking reservations due to guest demand, and since switching to Tock, patrons have responded positively. In the restaurant's first 12 months on Tock, covers increased by 16% over the previous year on OpenTable.

"Everyone's been happy with it. It's been a good response," Brown says. "Our Tock page is easy to find, and it's easy for guests to make a reservation without having to put in too much information."

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Request a demo to learn more about switching to Tock.

[Schedule a demo at jointock.com](https://jointock.com)

If you're already a customer, talk to hospitality about launching an experience today.