



Case Study

Name: David and Serena Edwards
Position: Owners / Managers
Establishment: Richmonds, Blackburn
Formats: Restaurant, bistro, bar
Covers: 100+

Richmonds Brasserie is a busy bistro and restaurant situated in the centre of Blackburn, Lancashire.

The business has capacity for over 100 covers and operates over two levels, incorporating coffee shop, wine bar and restaurant formats. Serving from breakfast right through to late dinner, the clientele is diverse and has different requirements depending on the time of their visit.

Owner managers David and Serena Edwards took over the business in March 2006, immediately highlighting the need to establish a strong system for managing bookings across the different formats.

As a relatively new business entering a competitive market, they were also keen to explore methods of marketing the business that would allow them to increase market share and differentiate Richmonds from its competitors.

“Uniwell.net Reservations has definitely helped us improve efficiency and service. But it’s the marketing potential that will make the biggest difference to our business.”

The Uniwell.net Reservations system has had a very positive effect on our business. Reservations works in a very intuitive way, leading the staff through a step-by-step process, ensuring that all the relevant customer details are captured before taking the booking. This fixed process also makes it easy to learn and forces us all to use the booking system in a standard way, helping us to present a professional and efficient image at all times.

Staff can easily see what’s happening in the restaurant at any one time and compared to using the paper diary, there’s no problem reading handwriting or confusion about scribbled comments.

Because there is a graphical table plan as well as a timeline, you can instantly view a very simple, user friendly snap shot of the diner’s activity and restaurant capacity at any one time. This makes it very quick and easy to place covers in the most suitable place for them and for the restaurant, slotting covers in where its most appropriate.

Through the KPI reports we now have a very detailed picture of how our restaurant is performing and finally feel like we are in control of the business, rather than the other way round. We now know exactly how much business is coming through the door at particular times. We can time promotions with much more precision and focus on business that is proving more profitable.”

We’ve found that the real power of the system lies in its marketing potential. We are now capturing all customer details in a systematic way and storing them on a central database. This is no longer a separate activity that hinders staff concentrating on service – it happens quickly and naturally as an integral part of the reservations process.

This information is allowing us to be much more targeted in our marketing, and communication with our customers is more convenient and personal. The ability to text reservations and promotions to customers has proven to be a real differentiating factor for us and it’s these little touches that can make all the difference in a market as competitive and focused on service as ours.