



MANAGE BOOKINGS, NOT CHAOS

Easier table management
for smoother operations





Full reservations. Organized waitlists. Can't lose.

Guy walks into a restaurant. The host writes down his first name and phone number. It's crowded and he leaves after 15 minutes. It's a missed revenue opportunity, poor first impression, and operational headache combined.

Whether your restaurant is manually taking reservations by phone, using a crowded reservation marketplace with booking fees, or relying on walk-ins, with a comprehensive, integrated reservation and waitlisting system you can:

- Increase table turns and reduce no-shows
- Determine accurate wait times
- Capture valuable guest data
- Create a true VIP experience
- Save on labor with automated processes
- Boost profits

When guests can book or put themselves on a waitlist ahead of time, they gain control over their dining experience. But reservations and waitlisting can also be valuable tools in the restaurant manager's toolkit. The path to labor efficiency, increased check averages, and faster table turns runs through the front-of-house.

Inside look: SpotOn Reserve

Reservation and waitlist systems are more powerful than they appear. When most hosts quote wait times, they're guessing—and likely overestimating to avoid disappointing guests. But long wait times can turn guests away, and when they're inaccurate, it's lost revenue.

With an advanced waitlist system that works in sync with your POS, the humble host stand becomes a powerful profit center for your restaurant. Accurate waitlists and standby lists are essential to an excellent guest experience, helping convert guests into regulars. Plus, taking reservations gives your guests more control over their visits and helps managers forecast labor and inventory needs during peak times.

Seating guests without a reservation and waitlist system means valuable customer data—the kind that fuels your marketing efforts and keeps guests coming back—is tossed with the day's recycling. You don't want to rely on foot traffic in a world where construction, drizzle, and a nearby concert can all impact walk-ins and patio viability.

Of course, there will be boom times when you fill tables just as quickly as they free up. But when you're on a quest to increase guest count, online booking through Google can help new guests discover your restaurant. Guest notes and automated notifications mean your staff can deliver a VIP experience from the jump. Plus, with no commission fees and reduced no-shows, you'll see the impact on your bottom line.

[Read the success story](#)

Our average Friday and Saturday sales used to be \$9k - \$10k. With SpotOn Reserve, we take in \$12k, \$13k, \$14k and run more smoothly because there's no longer that big crash in the kitchen.

MIKE HARRELL | OWNER, 11TH AND BAY SOUTHERN TABLE



Turn more tables. Make more profit.

Book more tables

Online booking is more accessible than picking up the phone (and more palatable for younger diners). Guests can book directly through your website or Google, and unlike with third-party marketplaces, more reservations don't mean more fees.

Reduce no-shows

With an online booking system, guests receive automated reservation reminders and a request to confirm their booking 24-hours in advance. You can also request guests add a credit card or pay a deposit to protect against late cancellations and no-shows. Protection against no-shows helps you [maximize high volume nights like New Year's Eve](#) and Valentine's Day.

Start a standby list

Cancellations happen. That doesn't mean you need to be relying on walk-ins for prime reservation slots. A standby list automatically alerts guests when a table opens up so you stay fully booked no matter what.

More control over bookings

You have no problem filling up prime reservations. It's the early and late slots that hang around a little longer than you'd like. With an online booking system, you have more control over which slots are available and when. This helps fill less-preferred slots first, with the knowledge that prime time will get filled later on, or by walk-ins.

A more efficient waitlist

A line out the door isn't an automatic win for your table turns. Nailing the waitlist requires work—work that comes at a price to your restaurant in the form of front-of-house staff. When guests add themselves to the waitlist, the process is automated. The crush of people outside the door can get accurate wait times and get seated as soon as a table opens up thanks to timely text alerts. Plus, with [Seat & Send](#), guests have the opportunity to order their first round and appetizer ahead of time so it's ready right as they're seated. No more 15 minutes of waiting time before the first order.



↓ **75%**
FEWER NO-SHOWS

The cost of third-party reservation fees

Let's talk dollars

Within your first 6 months in business, your new restaurant has acquired an average of 150 covers per night.

One-third of those covers (50) are discovered through a third-party reservation platform—you wouldn't have these customers without the third-party.

The remaining 100 covers discover you by searching online or are repeat customers who book through the third-party platform because that is their only option—this is where you can save big by having them book directly.

PER-COVER RESERVATIONS

100 covers x \$1 x 30 days: \$3,000/month
x 12 months/year: \$36,000/year on per-cover fees

RESERVE'S FLAT FEES


\$100/mo software fee: - \$1,200/the whole year
One-time setup cost: - \$250

Total savings in year one: \$34,550



\$34,550

**POTENTIAL SAVINGS PER YEAR
ON RESERVATION FEES**



Reservations that help you roll out the red carpet

In a teeming sea of competition, creating a customized, unique guest experience is the key to standing out. A reservation system is essentially the VIP experience that will turn first-time guests into repeat customers. What goes into a VIP experience?

- Know your guests by name from the get-go.
- Customize the guest experience for birthdays, anniversaries, proposals, and other special events.
- Stay attuned to guest preferences. This helps the server highlight certain specials or new dishes and create a truly unique experience.
- Same goes with allergies and dietary restrictions. Having this knowledge in advance helps the kitchen prepare and assures the guest they will be taken care of.
- Always follow-up. Sending a “thank you for dining with us” message, request for online feedback or reviews, or discount for next time is always a welcome gesture.

When your reservation software integrates with your [restaurant POS system](#), your entire staff can see guest notes—including event type, preferences, and allergies. Every guest can be treated like a VIP, and every server has the ability to see the impact on their tips.

Put your waitlist to work

Capture guest data (and own it)

Instead of trying to decipher chicken scratch in a spiral notebook, guests can add themselves to the waitlist at the host stand, through your restaurant's website, or Google. They put down their name, email, and phone number to be alerted once their table is ready. This contact information imports directly to your customer database for future marketing. Plus, think of all the paper you'll save...

Accurate wait times

No one wants to be told to wait. But sometimes waiting is part of the dining experience, in which case communication is key. Waitlist solutions powered by AI predict accurate wait times based on your restaurant's average table turns and capacity. Your guests can react accordingly. Maybe that means going for a walk or grabbing a drink at the bar. When you're not beholden to the host stand, you remember the experience, not the neverending wait.

Faster ordering

After a half hour wait, the last thing guests want to do is wait an additional 15 minutes to peruse the menu, wait for the server, and place their drink and appetizer order. And from a profit perspective, those 15 minutes are doing you no favors. When your digital waitlist integrates with your [online ordering](#), guests can place their first order which then fires to the kitchen as they're seated. It's a [game changer for families](#), big groups, and people with post-dinner plans.

Make your employees' lives easier

Implementing a digital waitlist gives your host or front-of-house staff one less task to juggle. Instead of staffing one team member to manage the waitlist, let tech do the hard work. It also equips your servers and kitchen with more information, so they can meet guest needs without all the back-and-forth.



SpotOn Reserve has been a game changer. I understood I needed a reservation system, but I didn't realize the impact it would have on business. I can create a nice, steady pace so our kitchen and servers don't get overwhelmed.

JAN BROOKES | OWNER, GRANDMA'S PHILLY

[Read their story](#)

Gain more insights

Incorporating tech into your everyday processes not only helps you operate more efficiently, it can also give you accurate, detailed insights to inform staffing and other decisions.

Daily table turns

Get a clear picture of how many table turns you average during a shift and how long guests are spending at a table.

Wait time efficiency

A slow-moving waitlist could be a marker of operational issues, as well as a barrier to your profits. Keep track of average wait times and waitlist length so you can forecast and prepare for busy weekend shifts.

Post-meal surveys

It's not just the numbers that matter. Automatically sending post-meal surveys can gain access to private, direct feedback from your guests. This can help you determine where you can improve, see what's going well, and course correct before issues show up in public reviews.

With SpotOn Reserve, we learned the people coming in early are the ones that eat and go in 45 minutes to an hour. The second turn enjoys the experience, so we gave them an extra half hour. I was way off on my table turn times. We ended up, on average on Friday and Saturday nights, realizing an extra \$3,000-\$4,000.

MIKE HARRELL | OWNER, 11TH & BAY SOUTHERN TABLE



Support your team (and boost efficiency)

Driving profits is all well and good, but it's not enough. You also need to minimize costs. But you can't compromise on your ingredients, and running a skeleton crew isn't sustainable in the long term. You'll burn out your staff and leave your guests waiting around for their entree or check. The solution isn't skimping on staffing, it's staffing smarter.

Richer scheduling data

The days of scheduling based on gut instinct and hunches are long gone. The more data you have on guest traffic and staff performance, the better. Reservations give you more insight on staffing needs, so you staff a shift to goldilocks perfection.

Empower your host

You might have a full time, dedicated host or share duties among your front-of-house team. Maybe you're jumping in to welcome guests and seat them at a table. No matter who is manning the host stand, restaurant reservation software can help shrink their to-do list. When your guests can book online, your host isn't tied to the phone waiting for a guest to call or sending out reservation reminders. They can shift to other duties, to the benefit of your entire restaurant.



A win for your whole team

A reservation system gives you more control over table turns, creating a smoother experience for your team. Plus, it distributes tables fairly among servers so everyone gets an equal opportunity for tips on a busy night, using either a load-balancing or round-robin strategy. Automatic server table limits and double-seating warnings ensure your servers don't get overloaded and real-time stats give your host all the information they need to successfully distribute tables.

↓ **7 hrs**

**WEEKLY HOURS
SANTÉ SAVED WITH
SPOTON RESERVE**

[Read their story](#)



75%

OF DINERS WOULD PAY MORE
FOR A UNIQUE DINING EXPERIENCE

More revenue opportunities

Independent restaurants are increasingly turning to alternative revenue streams to stay afloat and profitable. Catering, merchandise, and pantry retail all provide additional revenue streams. Hosting events and private parties is another way your restaurant can do more with the tools already at your disposal. With [event booking software](#), guests can book events and large parties online like they would a regular table.

Don't just book tables. Book experiences.

- Private rooms
- Cocktail classes
- Hibachi/Omakase
- Chef's dinner
- Wine/Tequila/Whiskey tastings
- Teaching kitchen/
Cooking class
- New Years' Eve Dinner
- Valentine's Dinner
- Mother's Day Brunch

When your guests book dining experiences, they pay ahead of time, not only decreasing cancellations and no-shows, but contributing to your cash flow. As with reservations, you can offer a standby list to ensure you stay booked in case a party needs to cancel. Guests are willing to pay for memorable experiences, including add-ons like champagne and flowers.

Reservations and point-of-sale. A perfect match.

When everything you need is in the same place, life gets easier. A reservation and waitlist system that works in sync with your restaurant point-of-sale helps you gather and access more guest data so your staff can deliver a guest experience worth returning for. Your staff can see where the reservation is in their dining experience, and guests can even order drinks and appetizers that get to the table at the same time they do. Plus, when guests reserve directly through your website or Google search, your restaurant isn't competing with other similar options in a crowded reservation marketplace. With a flexible point-of-sale system and the support of a trusted tech partner, you can find the products that fit and avoid paying for the ones that don't.

SpotOn Reserve integrates with top-rated SpotOn Restaurant point-of-sale. Two powerful tools, with personalized setup and support from people who care.

[Talk to our team](#)





Integrated restaurant technology