

# Imagine serving and up-selling every walk-in!



## secondguest

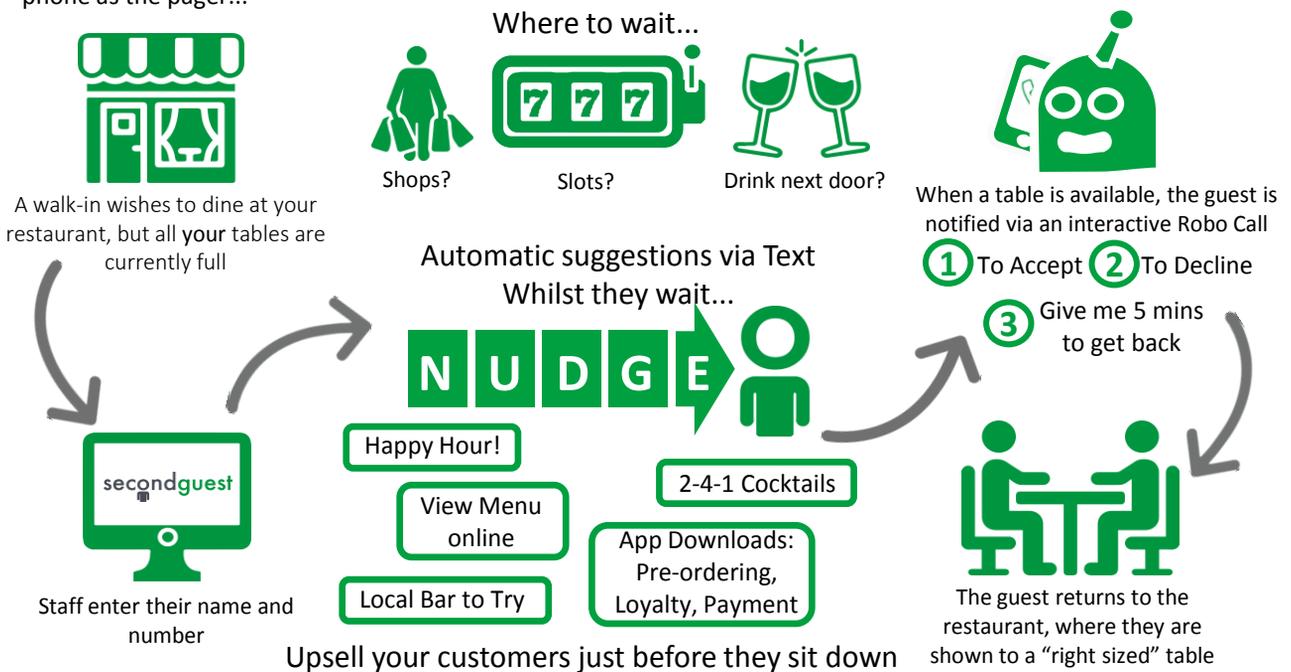
A table full of happy customers, that just spent 40 minutes in the waiting room (pub) across the street...

...browsing the menu from the link you Text them...

...then walked in and ordered immediately.

### How it works

One platform combining; wait-list, paging, data collection and marketing that leverages your guests mobile / cell phone as the pager...



- Real time inventory management, matching guests to tables.
- Allow the guest to choose how to spend their waiting time, or give them a nudge!
- Push registrations onto the wait-list from other channels including your website, local bars etc.
- Our robots speak multiple languages allowing you to call guests in their preferred language.

### Is Second Guest right for your restaurant?

Second Guest is best suited to restaurants serving fast casual food whereby you expect to turn your tables multiple times during a service, rather than the guest being assigned a table for 2+ hours. You should also have good foot-fall and want to serve an unfair share of it, a destination restaurant in the middle of nowhere isn't a good candidate. A town center, shopping mall or resort location is perfect so long as you haven't over deployed your venue; never get full because the size of your restaurant is greater than the demand for your restaurant. Albeit if you're closing sections and running reduced staff during some periods then managing flow during these times can still be beneficial.

Alternatively you may still be interested due to a desire to; offer a great customer experience, lift your customers anonymity and gather valuable data insights that change the way you do business forever. If in doubt you can of course try Second Guest on a trial basis and experience the results first hand.

**WE DON'T**

**WE DO**

Facilitate Advance Bookings



**Right Now**  
walk-ins and last minute phone-ins, during peak times.

Provide Pagers



Achieve the same end result and more via a Patent-Pending **Interactive Robo Call**.

Providing a wealth of data, and none of the radio paging issues.

Offer a TMS



Offer API's for **real time data integration** and augmentation to your TMS or other systems.

| FEATURE                                     | BENEFIT  | IMPACT   |
|---|--|--|
| Paging                                      | Retrieve walk-ins that: you may have turned away if your tables were full, or asked to come back later only they never do.                     | <ul style="list-style-type: none"> <li>✓ Fill last minute cancellations</li> <li>✓ Right size tables</li> <li>✓ Turn tables faster</li> </ul>  |
| Phone Call                                  | The guest will hear the phone call even when they're in a noisy bar  | <ul style="list-style-type: none"> <li>✓ No more missed pages.</li> <li>✓ No more holding empty tables.</li> </ul>   |
| Interactive 2-way Paging                    | Real Time Visibility   | <ul style="list-style-type: none"> <li>✓ No second guessing if they're coming back, you know immediately.</li> <li>✓ No delay in paging the next in the virtual line following a decline.</li> </ul>   |
| No App required                             | Works instantly on every guest's phone.  | <ul style="list-style-type: none"> <li>✓ No barriers to adoption for your guests at point of use.</li> <li>✓ No delays or slow registration process at point of use.</li> <li>✓ 26% of adults don't own a smart phone.</li> </ul>  |
| Expedited / Delayed Notifications           | Guide your guests in with automated updates on their anticipated wait time versus quoted wait time.  | <ul style="list-style-type: none"> <li>✓ Guests arrive when you have a table available, not before or after.</li> <li>✓ Guests have a pleasurable waiting experience whereby they're kept informed of how long they have.</li> <li>✓ No buying a drink in a nearby bar just before they're paged.</li> <li>✓ No rushing to finish a drink and get back only to be told their table's not ready.</li> </ul> |
| Workflow Engine driven Contextual Messaging | Make suggestions and Up-Sell right before they sit down – "Do you want fries with that?"<br>Add your own brand and style to the Text messages. | <ul style="list-style-type: none"> <li>✓ Increase Average Order Value</li> <li>✓ Boost margins by promoting higher margin products, such as cocktails.</li> <li>✓ Promote your specials.</li> <li>✓ Repeat business prompted by "come back soon" offers in the event of a decline.</li> </ul>  |
| Stand Alone                                 | Completely independent platform that runs in the cloud, no prerequisite software or third party systems required.                              | <ul style="list-style-type: none"> <li>✓ Runs on any web-enabled device.</li> <li>✓ Runs on existing EPOS system.</li> <li>✓ Runs on Tablet Computers.</li> <li>✓ No internal infrastructure costs.</li> <li>✓ Software that's automatically updated.</li> </ul>   |
| Data  | Walk-ins are no longer anonymous.  | <ul style="list-style-type: none"> <li>✓ Subsequent marketing.</li> <li>✓ Insights that will inform your planning and optimization of your offerings.</li> </ul>   |