

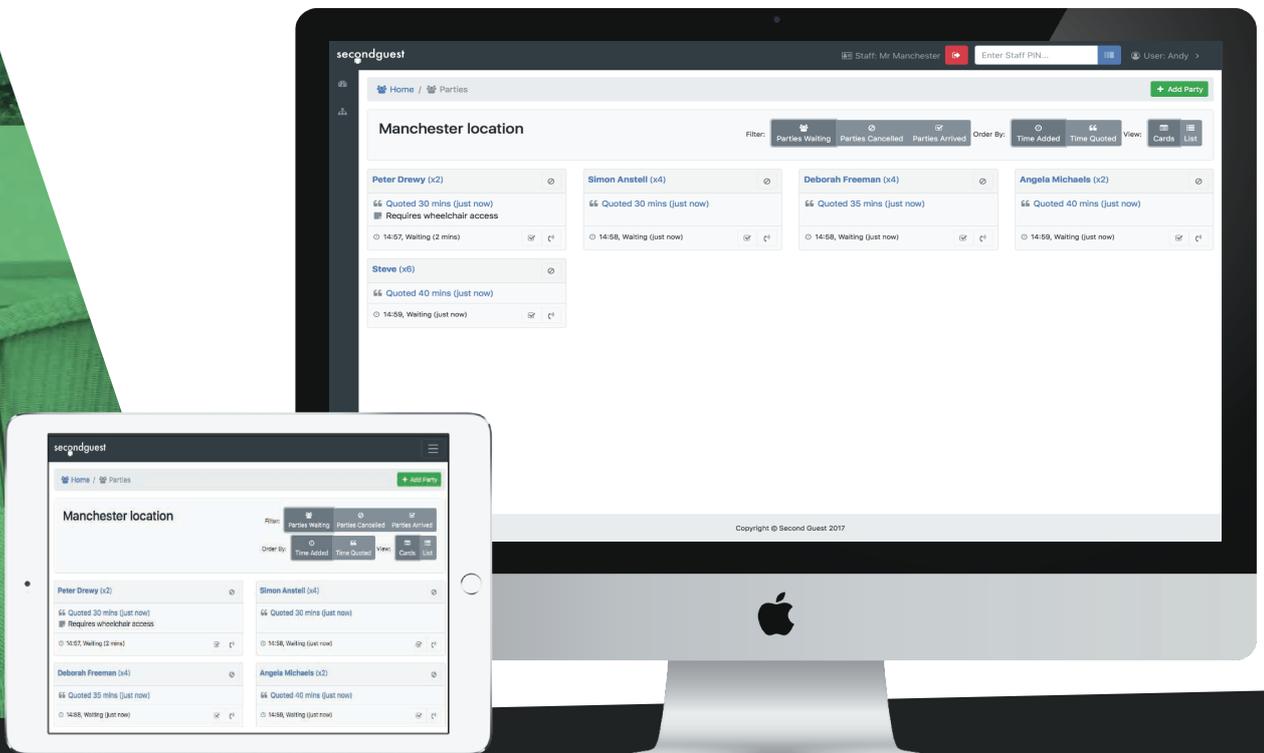
How do you manage your garden centre restaurant or coffee shop customers during peak times when you have to advise them of a potentially long wait, or worse turn them away?

Waiter™ is a wait list, pager and marketing solution rolled into one that uses your customer's mobile phone as the pager, without the need for an App! You simply capture your guests name and mobile number and they are then free to spend their wait time browsing (and spending) in the main shopping area of your garden centre. Once you are ready to seat them, your host/hostess can page your customer at the click of a button, delivering automated interactive calls and text messages to advise them that their table is ready.



## Why Waiter™ is perfect for your restaurant and coffee shop ...

- Your customers are typically a captive audience, keen to dine with you
- Mid morning, lunch and afternoon refreshments are a standard part of their day
- They are typically not in a rush and so happy to browse whilst they wait
- You can offer discounts and perks during the wait time to keep the customer loyal
- Whilst waiting they are being kept informed and spending money in your store
- Allows you to deliver a fantastic customer experience



For garden centre restaurants and coffee shops

## Benefits to you

### Hardware-free paging solution, why spend on proprietary hardware?

Waiter™ uses the standard phone that your customers have in their pocket, and we can send messages and make calls to phones from almost any country. We can even integrate to your existing restaurant system if required through our API.

### No internal infrastructure cost & software that is always up-to-date

Waiter™ is a cloud-based platform, so you don't have any infrastructure, IT or support costs to worry about and it can be operated from any web-enabled device, allowing you to manage your waiting lists from a computer, tablet or mobile device.

### Local customer management, with visibility of all locations at a corporate level

Each restaurant benefits from an extremely powerful customer waiting solution with full real-time reporting and statistics available. However, customers with multiple sites have the ability to view statistics for all of their sites in a single interface.

### Keep your customers in store longer

Safe in the knowledge that they will receive a phone call when their table is ready, your customers will be relaxed as they continue to browse your store and spend money with you.

## A unique opportunity to market directly to your customers

Unlike email, text messaging is an 'opt-out' channel, meaning you are able to contact your customers using their phone for marketing purposes until they choose to cancel. Waiter™ has a powerful built-in marketing module that allows you to send tailored text messages to all your customers, filtering on criteria such as the number of times they have dined, party size, total wait time, how recently they dined, discounts applied and much more.

## Benefits to your customer

### They can make dining part of their shopping experience

Once your customer gets to know Waiter™, they are likely to make registering for a table the first stop when they arrive. During peak times you could even have staff at the entrance or in the main shopping area taking advance bookings.

### No sign-up or downloads required

Your customer doesn't need to be inconvenienced by registering on a third-party website or downloading another 'app' to their smart phone, they simply provide their name, phone number and the number of people wishing to sit down.

### Priority seating and VIP flags

Waiter™ remembers customers who have previously waited for a table and flags them to your restaurant staff, allowing for prioritisation of loyal customers.

### Receive benefits whilst they wait

Waiter™ can be configured by you to apply discounts or share other useful information such as special offers, upcoming events or new items just arrived in store. In addition, you can build your existing loyalty programme right into Waiter™, allowing your customers to be gaining loyalty points as they wait.

Find out more at [www.secondguest.com](http://www.secondguest.com)



Did you know that 92% of the 55-64 age bracket own a mobile, yet only 15% of those are 'smart' phones? Because Waiter™ uses simple automated phone calls and text messages, you are guaranteed to be able to reach the majority of your demographic quickly and easily.