

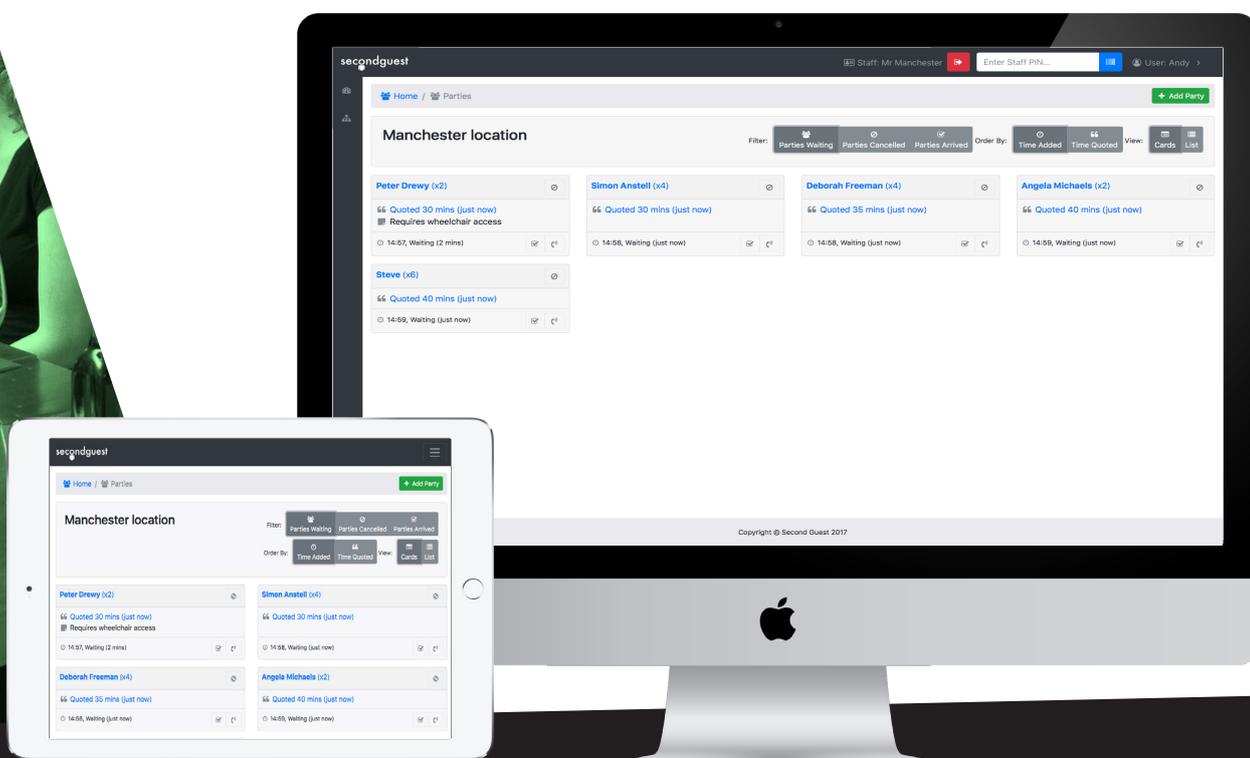
How do you manage walk-in customers during peak times when you have to advise them of a potentially long wait, or worse turn them away?

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 however they choose - in the bar next door, shopping or even just taking a walk. 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 ...

- Your restaurant location means you have a lot of walk-in customers
- There are usually plenty of distractions whilst they wait: bars, shopping and more
- Waiting times of 30-40 minutes are usually more than acceptable
- You can offer discounts and perks during the wait time to keep the customer loyal
- Whilst waiting they are being kept informed and are less likely to cancel
- Allows you to deliver a fantastic customer experience



For complex and resort restaurants

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.

Avoid negative online TripAdvisor reviews

Gain valuable feedback on the night, or shortly thereafter, rather than having a customer leave and provide a negative review at a later stage.

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 continue to enjoy their day or evening whilst waiting wherever they choose

Instead of standing around waiting, or not dining with you at all, your customers can instead go for a drink, take in some fresh air or carry on shopping safe in the knowledge they will receive a call or text when their table is ready.

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 dine.

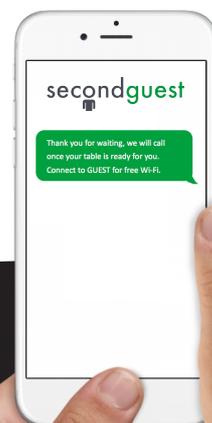
Priority seating and VIP flags

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 free Wi-Fi codes, special offers on drinks, tonight's specials and cocktail menus. In addition, you can build your existing loyalty programme right into Waiter™, allowing your customers to be gaining loyalty

Find out more at www.secondguest.com



Did you know that 94% of UK-based adults now own a mobile, yet only 74% of them own a 'smart' phone? 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.