

Customer Relationship Management for Restaurants

Restaurant Marketing

Every restaurant manager knows the value of marketing, but many associate it with pure advertising.

Advertising nonetheless is only half of the restaurant marketing and largely targets the new customers. So, what about those who have already experienced your good food and service? The Whichtable CRM is designed to help you bring those customers back through the door.



Name: _____
Address: _____
whichTable.com
Restaurant online booking

PCode: _____ Anniversary (DD/MM): ____/____
Mob: _____ Birthday (DD/MM): ____/____
Email: _____

Please complete in capital letters.
 Tick box if you wish to receive emails about our promotions

It also lets you make your customers feel special by inviting them to your restaurant on their birthdays, anniversaries or other occasions such as Christmas or Mother's day. In this way, over the time you will build a base of loyal customers who feel valued and who have a strong preference for dining in the establishment that values them.

Restaurant Marketing



Customer Relationship Management (CRM)

Whichtable provides you with everything that you need including printed stationary and leading edge software to help you build your own restaurant's customer database. This would allow you to keep your customers informed of your restaurant's latest offers, events and news.

Blue Lantern / Customer List

Customer List

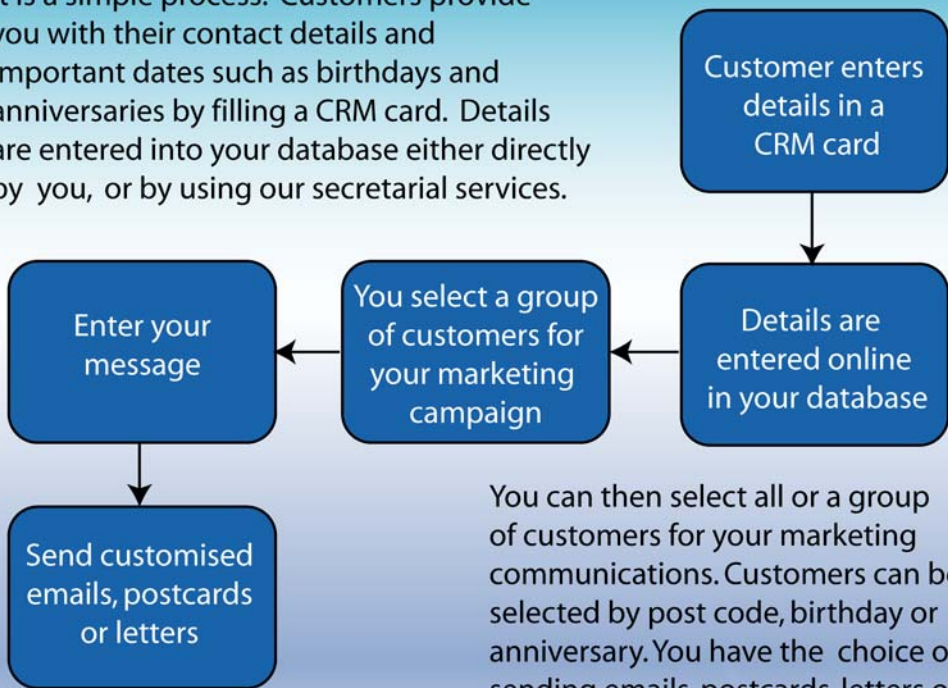
Cus No	Name	Address	Post code		
1001	Martin Chung	3 Pear Tree View	SW13 6YG	Change	Delete
1002	Sarah Dickson	25 Langley Road	SW11 5KP	Change	Delete
1003	Sajid Ahmad	18 Cypress Ave	SW13 2PL	Change	Delete
1004	Roberto Nargi	38 Prairie Road	SW12 7AL	Change	Delete

+ Add New Customer

MAIN MENU CRM MENU EXIT

How does it work?

It is a simple process. Customers provide you with their contact details and important dates such as birthdays and anniversaries by filling a CRM card. Details are entered into your database either directly by you, or by using our secretarial services.

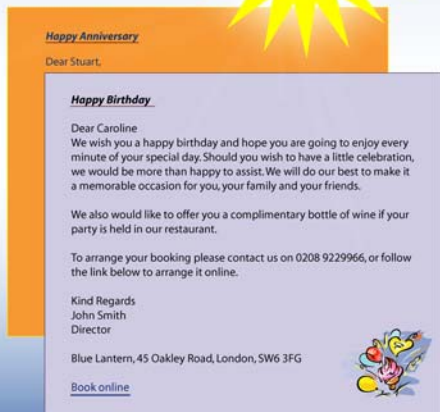


You can then select all or a group of customers for your marketing communications. Customers can be selected by post code, birthday or anniversary. You have the choice of sending emails, postcards, letters or just downloading the list for other uses.

Professional Templates

We provide you with professionally designed emails, postcards or letters. Our ready made templates cover almost every occasion including Birthdays, Anniversaries, Celebrations, etc.

Emails, cards and letters will be personalised for each customer to create that personal touch.



Blue Lantern

Select Customers

Include all

(This will include all the customers in the database in the results)

Use criteria below:

(This will include only those customers who match the box below)

Who live in

N3

have their
birthdays between

1/2/2005

Or

and have their
anniversary between

1/2/2005

Choose from a
large selection
of cards.

Select a group
of customers

Card Collections

Please select a card.

You have selected 127 customers



CRMC1011
£ 0.20



CRMC1012
£ 0.25



CRMC1013
£ 0.30



CRMC1014
£ 0.25



CRMC1017
£ 0.12



CRMC1018
£ 0.08

View Total



Message

We wish you both a happy anniversary and would like to invite you to celebrate this happy occasion in our restaurant.

Item	Description	Price	Qty	Total
CRMC1003	Best Wishes (general)	£0.30	127	£38.10
Postage	Postage & Delivery	£3.50	1	£3.50
VAT	VAT	-	-	£7.28
TOTAL				£48.88

Send me a VAT Invoice.

PROCEED

MAIN MENU

CRM MENU

EXIT

CRM MENU

EXIT

Enter your message
and we personalise
it for each customer.

Enquiries:

Tel: 0870 2071249

Email: sales@whichtable.com

Post: Whichtable, 3 Dickens Ave, London, N3 2AL

whichtable.com
Search and book restaurants