



which  able.com
Find the restaurants

which  able.com

The most comprehensive
restaurant guide

A Full and Complete Website

Whichtable is the most informative restaurants online directory with exceptional search facilities and an extensive range of services. For each restaurant we publish:



Main Page

A snapshot view of the restaurant.



360* Virtual Tour

One or more 360* X 360* virtual tours.



Full Menu

The full restaurant menu.



Promotions

Special offers, regular and scheduled events.



Directions

Map and direction to the restaurant.



Additional Information

A page for more details such as cuisine description.



Reviews

Both expert and public reviews.



Gallery

A gallery of restaurant images.



Downloads

Download facility for items such as seasonal menus.



Announcements

A medium for all announcements such as recruitment.

Online Bookings System

Use our 24 hours online booking service to let visitors book their tables at any time at their own convenience. You do not need to have a computer in your restaurant to use this service and there is no charge for online bookings.

The screenshot shows the 'whichTable.com' website interface. At the top, there are navigation links: Home, Search, Listing, Login, Parties, and Contact. Below this, the restaurant name 'Blue Lantern' is displayed, along with icons for Main, Menu, Promos, Map, Booking, and More. The main section is titled 'Bookings' and contains a form with the following fields: Date (March 2005, Thu 24), Time (Hour: 8 PM, Minutes: 15), Table for (6 People), and Instructions (No smoking please.). A 'Next' button is at the bottom of the form. Below the form, the restaurant's address is listed: Blue Lantern, 45 Oakley Road, London, SW6 3FG.

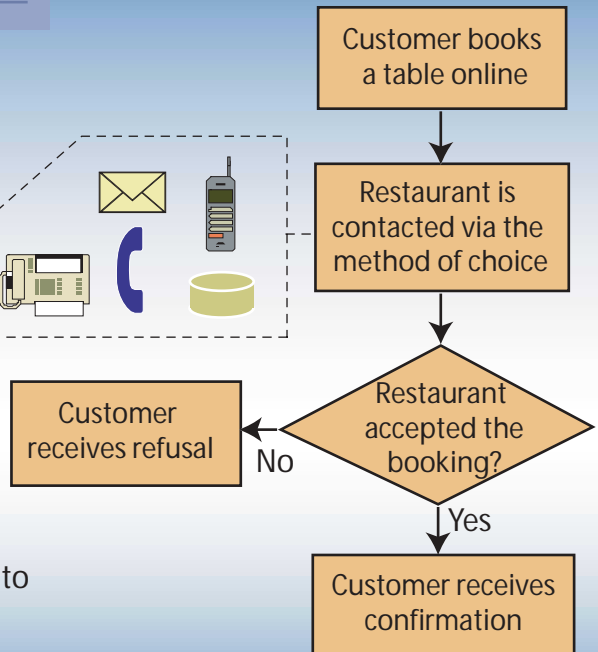
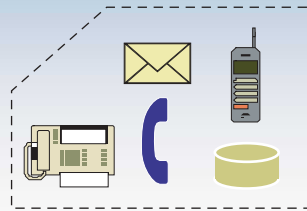
Booking Management

Your customers will appreciate the well thought out booking control interface designed to meet the needs of individuals as well as customers with several bookings (e.g. larger businesses, hotels, and training centres).

The screenshot shows the 'CTI Training Table Booking' interface. It features a header 'Table Booking' and a 'Party Organiser' icon. Below this, there are two booking entries, each with a 'Party Organiser' icon. The first entry has a Booking Reference of 1056, Date and Time of 5/7/2005 at 7.30 pm, No of People of 12, Restaurant of Grain, and Notes of No Smoking Please. The second entry has a Booking Reference of 1057, Date and Time of 11/7/2005 at 7.30 pm, No of People of 6, Restaurant of Blue Lantern, and Notes of No Smoking Please - Special Set Menu. Both entries have buttons for 'Email this booking to a friend', 'Change booking details', and 'Cancel'.

Booking Process

The booking system is customised to each restaurant's requirements. The restaurants with no computer on the premises are immediately informed of the booking by telephone, fax, email or SMS messaging. When there is a computer in the premises, it can directly receive the booking details with the option of integration into an existing booking system.



Excellent Online Customer Service

WhichTable is not only a tool for marketing and advertising, it is also a point of service for customers. WhichTable offers your customers a full suite of facilities to assist them with their bookings and parties in your restaurant.

Customer Facilities

The customer menu provides an easy to use suite of facilities for customers and allows them to change their own details, manage their bookings and parties and search for the most suitable venues.



Invitation Service

This free service allows your customers to email full details of any booking at your restaurant to their friends. The invitation contains links to the restaurant's website, a direction map, and in the case of parties, a page dedicated to the party.

Company Bash

Dear Kim,

Naomi's Birthday Party

Dear Davinder,

We have booked our party in the Blue Lantern restaurant and look forward to see you there. The venue details are shown below and you can follow the links at the bottom of the page to the restaurant website, the direction map, and the page dedicated to this party.

You can access the party's special menu from the party page. Please let me know as soon as possible if you are not able to make it for any reason.

xxx

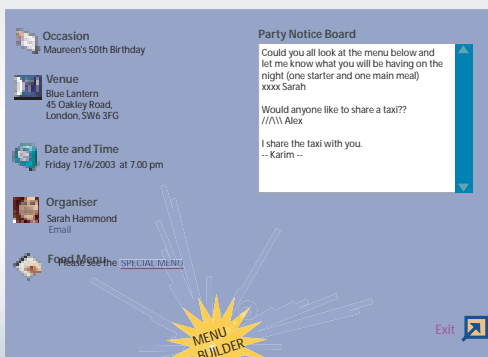
Angela

Venue: 12/5/05 at 8.30 pm - Blue Lantern
Restaurant: www.bluelantern.co.uk
Direction: www.whichtable.com/rmap
Party Page: www.whichtable.com/party



Party Organiser

The party organiser helps your customers with organising their parties in your restaurant. It allows mass invitations, includes a message board for party guests and has details of any special party menu.



Services and Features



Party Assistance Service

Whichtable helps its customers to find the right venue for their parties by recommending the best restaurants matching the customer's criteria. We also send the party invitations free of charge and set up a free party page to help invitees find useful information such as direction and party menu.



Reward Points

Our visitors are rewarded with loyalty points for using our service. The points can be exchanged for free meals, meal/show packages, holidays or donations to charities.



Monthly Newsletter

Our monthly newsletter sent to over 32000 subscribers publishes the latest promotions and offers from our member restaurants.



Eat for Charity

Eat for Charity scheme, launched in Oct 2006, is the first and only charitable service of its kind, set up to help worthy causes with the revenues generated from our online services. A strong feature of scheme is in the fact that it is not selective and can be used for donations to any UK registered charity.



Meal/Show Packages

Whichtable works with most London theatres to offer combined meal and show packages of exceptional value.

Control in Your Hand



Check and manage all online bookings

This gives you access to the complete booking details.



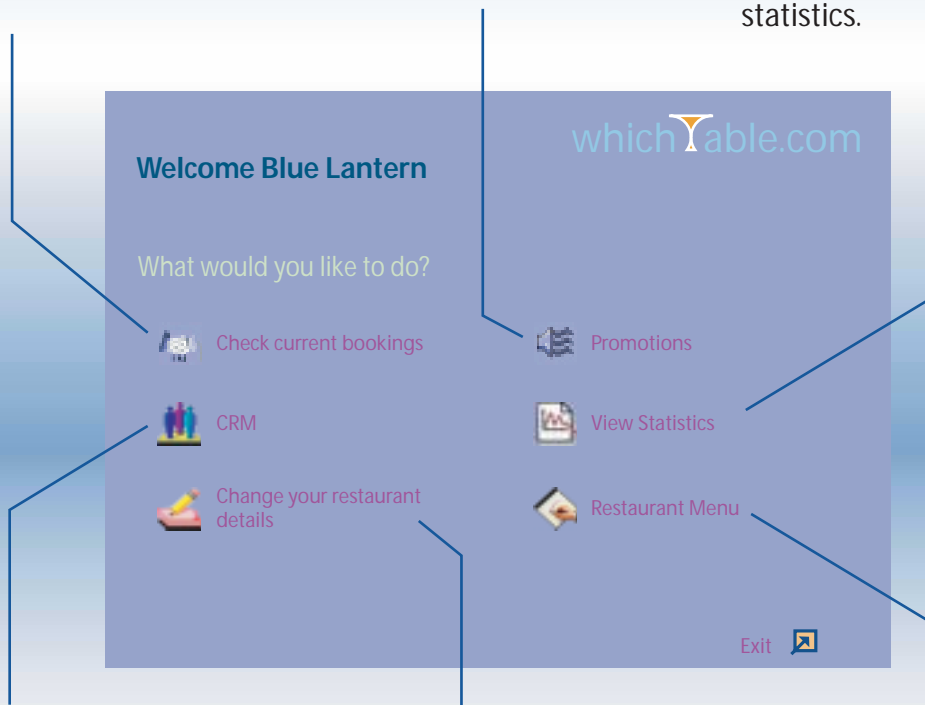
Manage promotions and events

Add, delete, update your promotions and events.



View all telephone and web statistics

View the website and dedicated phone numbers statistics.



Build relationship with customers

A complete Customer Relationship Management application to assist you with direct marketing.



Manage all details of your restaurant

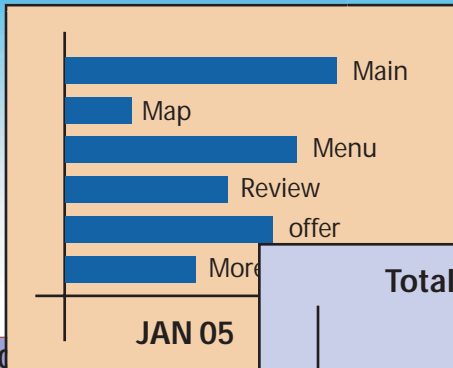
Change all the published details and general content of your website.



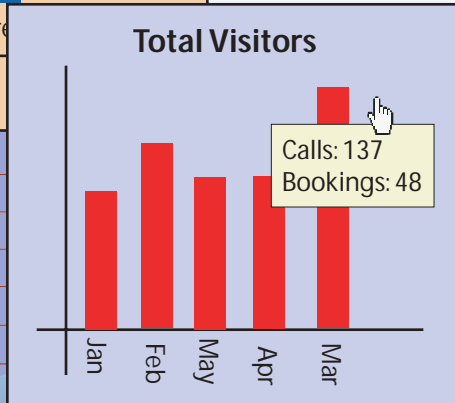
Manage your restaurant menu

Use this easy interface to update your menu by adding, deleting or changing items in your menu.

Management Statistics



	200	July	Aug	Sep	Oct
Bookings		18	24	22	32
Covers		75	83	67	98
Main		623	877	832	1074
Menu		1023	1338	1929	1701
Map		153	168	136	189



We know that it is not possible to manage a business without having a measure of customer response. To help you gauge the customers response to your website and your latest marketing initiatives, we provide you with complete statistics including the number of site visitors and calls to your dedicated numbers.

Call today for your free demonstration

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