

REVOLUTIONIZING GUEST MANAGEMENT WITH BIG DATA

02

GUEST INTERACTION

With usable data, you can quickly build a dynamic customer database with email and by “listening” on social media. With the proper software, you can find out what people are saying about you on social media, and what the buzz is on restaurants like yours.

01

UTILIZING DATA

Left on its own, data has a tendency to sit idly by. However, raw data combined with business intelligence tool can be powerful. Powerful enough that it can help you get to know your customers better.

03

MEASURING

Usable data from business intelligence tools can help you measure the performance of your marketing campaigns, understanding which promotions work, and when. With specific information, you can tie your marketing to specific customer preferences, menu items, sales, and service.

04

GUEST EXPERIENCE

Some business intelligence tools can track which guests drink wine or specialty drinks, order seafood, enjoy pasta, or have special seating preferences. The software is one step in a big-data process that can help you note trends about individual diners.

