

OpenTable

Overview

More than 12,000 restaurants have traded in their pen and paper for the OpenTable System and collectively seated more than 130 MILLION guests. Join Amador, Dassa Bassa, The French Laundry and other industry superstars by putting this same dynamic reservation, table and guest management system to work for you.

- **Save time with automated reservations**
- **Improve service with a powerful guest database**
- **Maximize efficiency with table management tools**
- **Attract repeat business with email marketing**
- **Join the network that seats 3 million diners monthly**
- ***Gain exposure from more than 75 partners***



<http://www.opentable.com/info/restaurateurs.aspx>

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San Francisco, CA 94103

Email: sales@opentable.com
Fax: 415-267-0944
1-888-OpenTable
Or
1-800-OpenTable



Features

Reservation Management

- Easily enter or modify reservations while viewing guest histories
- Capture phone numbers, email and mailing addresses
- Allow management blocking and VIP pre-assignments
- Reduce no-shows with enhanced customer tracking
- Take reservations from your website or OpenTable 24 hours a day

Table Management

- Maximize seat utilization with walk-in and waitlist functionality
- Instantly track covers for more efficient kitchen and server management
- Increase table turns by tracking party status
- Store multiple reservation sheets for holidays and special events
- Hold and combine tables for large parties
- Record and view shift notes for each day

Guest Management

- Identify regulars and VIPs
- Track customer preferences to meet and anticipate special requests
- View customer reservation histories at-a-glance
- Track special occasions such as guest birthdays and anniversaries

Marketing Management

- Conduct powerful email marketing campaigns to increase repeat business
- Print mailing labels to reach select target audiences
- Track and reward concierge business

Increase control

- Manage reservations from the back-office or any other location simultaneously
- Control multiple restaurants from key centralized locations
- Leverage the power of Microsoft's reliable SQL Server 2000 software architecture
- Share guest data across sister restaurants



OpenTable.com

Present your restaurant to diners on OpenTable.com



Your Website

Fill more seats with 24/7 reservations from your website



Concierges

Tap into thousands of active concierges making reservations on OTConcierge.com



Partners

Reach guests through popular sites such as CitySearch, AOL, and Expedia

Testimonials

OpenTable helps us to improve the customer experience. Guests feel that 'these people know who I am and they care about what I want and what I like and don't like.'

*Bruce Yodis, Owner
Caribbean Bounty - Restaurant and Bar*

The OpenTable System really helps us because it allows us to track every customer that comes in.

*Bruce McDonald/CEO
Foreign Cinema & Bruno's
San Francisco Chronicle*

A customer may not have been in for eight months but we can still say, "Hello, Mr. Johnson. It's so nice to see you again. Happy anniversary."

*McGavin/F&B Director
Ritz-Carlton
Los Angeles Times*

OMG! I love this system. We like to remember the clients' birthdays, their favorite tables, their likes and dislikes. Now we don't need to keep it all in our head, it's all right there in front of us.

*Staci Warren, Club Manager
Green Hills Country Club*

OpenTable makes us look like winners at the front door. Guests are always impressed that we're able to recognize them. Now, we don't know how we'd live without OpenTable!

*Nancy Firth, General Manager
Gejas Cafe*

This is soooo sweet! No matter who takes the reservation, we can now quickly identify regulars and ensure proper tracking of special preferences every time.

*Jennifer Marques, G.M.
City Light's Portuguese Grill and Bar
(at The Grand Marques Hotel)*