Sam Robison

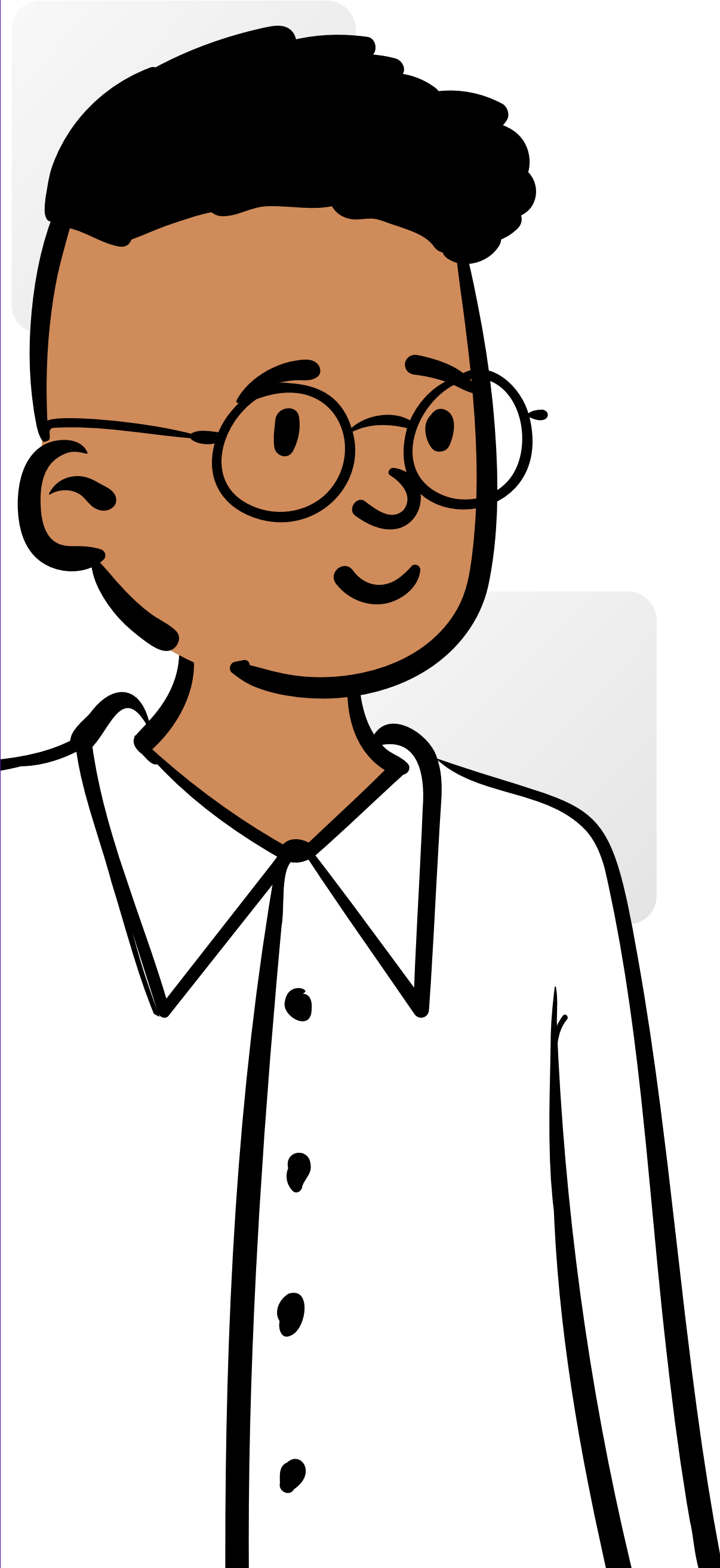**Age** 44

Background

Is the owner and former head chef of a Michelin star restaurant in Melbourne, Australia. Robison understands English and is planning to open a second store in a major hotel in Sydney.

Due to a high number of customers being tourists and high demands for booking of specific restaurants, Robison is seeking a solution for bookings and is looking at softwares such as TableCheck.

Why does he need TC?

- Find a booking solution that decreases the amount of calls and allows booking to specific seats to maximize the use of restaurant seating for a better profit.
- Increase revenue for seasonal bookings
- Gain better understanding of customer spending habits and trends based on data
- Increase customer engagement to increase regulars and new customers

Pain Points

- It is important for some of the restaurants to be able to assign people to specific seats due to partitions in some of the restaurants which is difficult when workers are taking calls as well as running the restaurant
- Currently does not know how long customers tend to stay causing seat availability to be incorrect

Needs

- Wide variety of language support
- Analysis solution of customer data to provide insight into how to better understand what can be done to increase revenue
- Solution to provide a smooth reservation process for tourists who can't call to book
- Customers can pay in advance

Behavior

Uses Desktop Applications

Up to date on new trends

Time spent on TC applications

- Insight
- Settings
- TS
- TC
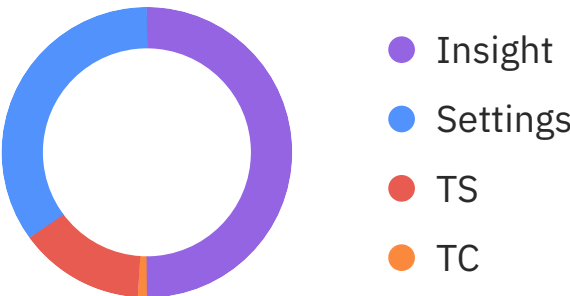
Restaurant Client's Spending Habits

spend a lot at restaurants

spend more at the restaurants in hotels than stand alone restaurants

TableCheck