

Oracle Hospitality Reservations Management Cloud Service



TAKE CONTROL OF THE WAY YOUR CUSTOMERS BOOK RESERVATIONS ONLINE

KEY BENEFITS

- Derive greater value from your POS
- Lower operating expenses incurred by using third-party reservation products
- Use accurate reservation data to provide accurate wait times for walk-in guests to minimize sales loss due to walk-outs
- Lower the cost of acquiring a reservation by driving more bookings through your website
- Build a direct relationship with your guests, avoiding a reservation intermediary
- Reduce the scope of error by eliminating manual rekeying of reservation data
- Use existing hardware for reservations, reducing expense and maximizing space
- Drive more traffic to existing restaurant websites
- Increase brand awareness through social media channels
- Focus attention on customers who are present in restaurant, rather than answering the phone
- Provide guests with the convenience of accurate real-time availability, 24/7

Elevate the guest experience with an online table reservation service that directly extends from your point-of-sale (POS) system. Oracle Hospitality Reservations Management Cloud Service is an intuitive, cloud-based reservation system that provides your guests with the ability to look up and book reservations on your website in real time. It offers the convenience and immediacy of third-party reservation systems, with the added advantage of direct integration into your Oracle Hospitality POS solution.

Enhance the Guest Experience

Oracle Hospitality Reservations Management Cloud Service is a restaurant reservation application that empowers guests to take control of their dining experience by booking a table online—on their own time, at their own convenience, from any device. Securing a table in advance saves them time and enhances their interaction with your brand. After a reservation is made, the system automatically sends a confirmation e-mail that highlights important reservation details. An e-mail reminder before the scheduled time and a follow-up thank-you communication complete the experience.

Increase Sales with 24/7 Reservations

Oracle Hospitality Reservations Management Cloud Service enables you to accept reservations 24 hours a day, seven days a week. Those bookings can come from your website or through links in any communication, including marketing campaign e-mails, your Facebook page, a Twitter feed, or a review in a local publication. This helps to fill more tables and increase revenue while decreasing the time staff must spend on the telephone taking and updating reservations.

Deliver Personalized Service to Loyal Guests

When combined with Oracle Hospitality Gift and Loyalty Cloud Service, Oracle Hospitality Reservations Management Cloud Service enables restaurants to know in advance when loyalty members will be visiting so that appropriate, personalized service can be provided. Guests have the opportunity to enter their member account numbers when booking the reservation, which then alerts the business of their upcoming visits.

KEY FEATURES

- Ability to see real-time availability and book directly on the restaurant's website
- Ability to book from mobile devices or desktop computers
- Integration with Oracle Hospitality Gift and Loyalty Cloud Service enables you to identify loyal guests at time of booking for personalized service
- Direct integrations with Oracle Hospitality POS systems to streamline and automate reservations

RELATED PRODUCTS

- Oracle Hospitality Symphony Cloud Service
- Oracle Hospitality RES 3700 Point-of-Sale

Streamline the Reservation Management Process

Oracle Hospitality Reservations Management Cloud Service seamlessly integrates with the table management solutions in both Oracle Hospitality RES 3700 Point-of-Sale and Oracle Hospitality Symphony Point-of-Sale systems. This means that no manual intervention is needed. After a guest makes a reservation, the details are automatically saved in the table management system, which saves time and reduces the possibility of mistakes.

With more accurate information about upcoming reservations at their fingertips, host staff members can quote more accurate wait times to walk-in guests, so fewer customers are turned away and revenue is maximized.

Operators control the number of reservations they want to offer for each time slot. The inventory and availability are configured within the POS system and are automatically queried from Oracle Hospitality Reservations Management Cloud Service. This helps to boost sales during quiet periods, because guests are only presented with available time slots.

Minimize Operating Expenses and Build Direct Relationships

Oracle Hospitality Reservations Management Cloud Service is a very affordable and efficient way to handle restaurant reservations compared with using third-party services for these reasons:





- Many guests are loyal and book frequently. Paying a fee to a third-party booking agent eats into your profits unnecessarily.
- Directly connecting with your guests enables you to build a relationship between them and your brand without involving a third-party intermediary.
- Third-party reservation services often deliver competitive offers to your guests, again eating into your revenues.

CONTACT US

For more information about Oracle Hospitality Reservations Management Cloud Service, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

ORACLE

CONNECT WITH US

-  blogs.oracle.com/hospitality
-  facebook.com/OracleHospitality
-  twitter.com/OracleHosp
-  oracle.com

Hardware and Software, Engineered to Work Together

Copyright © 2015, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 1115



Oracle is committed to developing practices and products that help protect the environment