

Reservation Ordering System (Reservations Tab)

Taking reservations over the phone has been an effective way of booking for businesses for many years, and still is. But up-and-coming technology is favored by consumers, and more efficient and accessible ways are being developed to help your business make money – one of which is booking reservations online.

Why not have another way for customers to communicate with your business? By only allowing customers to make reservations over the phone, some sales prospects may avoid your business, and may book with a competitor instead.

In fact, one mobile restaurant booking service reports that certain restaurants are getting **12% of their bookings online**, and a third come from mobile devices.

The more obstacles you put in the way of a prospect or customer making a booking, the less likely they are to make one. And in today's everything-on-demand world, the most insignificant tasks count as obstacles.



WHY PEOPLE DON'T WANT TO CALL IN

- 1 They have to look up a phone number
- 2 They have to dial it
- 3 Needing reception to make the call
- 4 Needing to be in a quiet enough place to make a call
- 5 Social anxiety of having to speak to a stranger on the phone
- 6 Being put on hold

WHY ADD MOBILE BOOKING?

- 1 It's fast - cuts out steps from having to call
- 2 Easily accessible from smartphones
- 3 Customers like it
- 4 Another way for your business to gain reservations



As a business owner, you're still in **total** control of the bookings that come in. Users who aren't comfortable with you "going mobile" will still call to make reservations. You're not going to lose any of those prospects.

Booking mobile is easy-to-manage, cost-effective, and saves you time and money. But that's nothing compared to the boost you get from new customers and increased bookings. Users can also create accounts and schedule appointments for the future, leading to increased repeat bookings from current customers.

For easier operations and increased revenues – mobile bookings are a simple, affordable solution every small business owner should seriously consider.