

The Brickhouse: Rebuilding with online marketing and reservations



"We have an extremely busy and vibrant restaurant, but felt our online reservations system and marketing outreach could be improved. We wanted to increase early week bookings, improve our online marketing through effective customer targeting and have more of a local presence. We also wanted access to an excellent list of partner websites at a cost-effective price – and Livebookings was the answer."

Richard Buller, Marketing Manager, The Brickhouse

Location

Brick Lane, Shoreditch, London

Livebookings Services Used

- Online reservations from their own website
- Premium electronic reservations book
- Livebookings Network
- Livebookings Academies



The Brickhouse is a popular choice with trendy East Londoners looking for quality food, music and cabaret in an exciting and lively setting.

Objectives

The Brickhouse were initially looking for a cost-effective and seamless table booking facility and to increase their online presence. They wanted a strong support network from 3rd party websites like lastminute.com and to have a reliable system implemented by a team that not only knew the industry intimately but could understand their specific online marketing needs.

Challenges

The restaurant has been packed to capacity from Thursday to Saturday since it opened two years ago, however the management wanted to increase mid week bookings and use an online system that allowed them to market more effectively. The reservation system they were using prior to taking on Livebookings was expensive and less efficient.

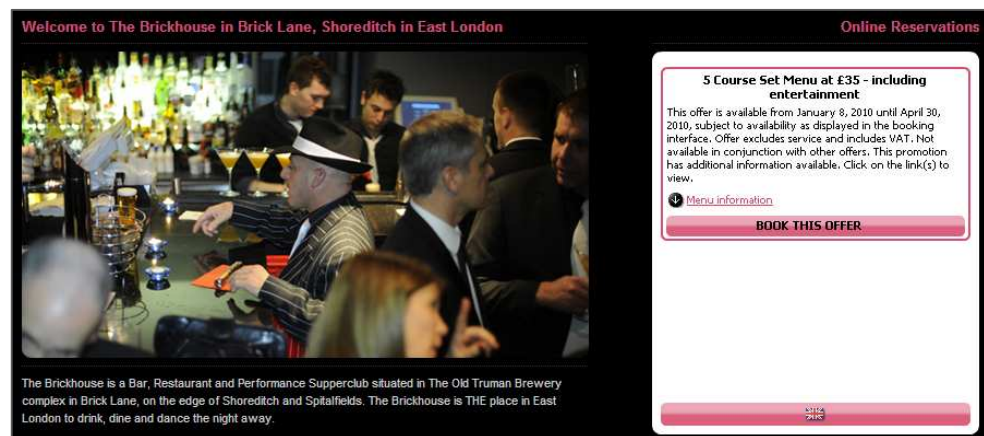
Why Livebookings?

The Brickhouse used the online bookings system, Opentable, until 2010. In an audit of the service, Richard Buller, Marketing Manager at The Brickhouse noted that a much larger proportion of restaurants were using Livebookings' service. It also found that Livebookings would offer a more efficient service, better customer support, a greater breadth of marketing strategies for a lower cost and a clear and efficient operating system.

"We noticed that everyone around us was using the Livebookings service so we thought we'd investigate a bit further. We found that Livebookings is almost fifty percent cheaper than Opentable but offers far more. We have a really busy team and expect to be able to receive customer support when we need it. However as the competition is not based in the UK it was unreliable unlike Livebookings which has an excellent UK based team. Livebookings is also more in tune with UK dining and has an excellent grasp of local dining – with London neighbourhood information of particular importance to us. They have some really important partners, such as lastminute.com, that help us market and promote our offers to the right customers. Livebookings also host Academy events, which are a great source for learning about key online marketing techniques such as social networking, email marketing and brand building." **Richard Buller, Marketing Manager, The Brickhouse**

Approach

The Brickhouse added Livebookings' online, real-time booking interface to its website allowing customers to make confirmed table bookings 24/7. They also now benefit from additional listings, promotional opportunities and



bookings via a range of partner websites in the Livebookings Network. All reservations are now received, controlled and optimised using Livebookings' web-based electronic reservations book.

Results

Installation of Livebookings' online marketing services has improved customer service through online bookings on their website and enhanced relationships with regular customers via email marketing. In the first 12 months of using Livebookings The Brickhouse received a total of 1617 online bookings from its own website as well as network partner websites. In just the first 6 months of 2010 online bookings from the restaurant's own website increased by 22% from the year before.

"Like many of our customers The Brickhouse was looking to boost bookings at specific times of the week. The reservations team knew that in order to turn more tables at the beginning of the week they needed to build stronger relationships in the local area and manage tables cleverly during the busy sessions. Livebookings were able to provide The Brickhouse with access to a key partnership base that helps them promote offers to both a wider and more targeted audience. With lastminute.com, Bookatable.com, Yell.com and 118 118, The Brickhouse has a huge potential customer base, which we've been able to effectively target."

Olivia FitzGerald, General Manager for the UK and Ireland for Livebookings

Benefits of Working with Livebookings

"We feel that with Livebookings, we've upgraded our service. Not only are we getting more bookings in the quieter times compared to when we used Opentable we're also receiving marketing expertise, useful local information, and a clear and efficient service for a good fee."

Richard Buller, Marketing Manager, The Brickhouse