

## HIX: Inspiring customer loyalty, maximising covers



*"With Livebookings, we are able to be represented on all of their affiliate websites to assist us with pre- and post-theatre bookings. lastminute.com, in particular, are able to send out emails to customers who have booked at nearby theatres just days before the show in the hope they might book a meal with us beforehand."*

**Jo Verberne, PA to Mark Hix, HIX**

### Location

Brewer Street, Soho, London

### Livebookings Services Used

- Premium electronic reservations book
- Livebookings Network
- Livebookings Academies

HIX is a lively West End restaurant serving Mark Hix's signature British Food. In October 2009 it opened its doors to critical acclaim with Mark's Bar voted Best Bar in London by Time Out. A ritzy but informal dining room is enlivened by unique artworks from artists including Damien Hirst, Sarah Lucas, Tim Noble and Sue Webster.



### Objectives

HIX wanted a more efficient, user friendly online booking system to maximize covers and build a large database of its customers. They wanted to learn more about their guests – who they are, what they like (i.e. favourite drink or table), and their restaurant habits (i.e. who doesn't turn up for bookings). Essentially, HIX wanted to renovate their online marketing and booking system.

### Challenges

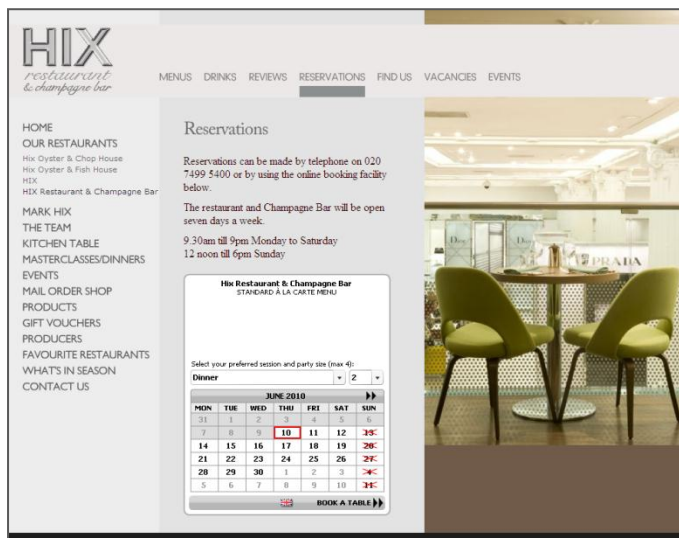
Many customers were unaware that HIX was open all day, so bookings would often come through at the restaurant's busiest periods placing unnecessary demands on staff resources. Taking bookings the traditional way, using pen and paper, had always worked fine, however the staff couldn't always avoid putting customers on hold or asking them to wait in line. The restaurant could only take online bookings from customers emailing a request, which in itself was time consuming. Recording emails was not part of the booking process, so the restaurant's database was also lighter than it could have been. The restaurant sends out emails on a regular basis, with news about the company and upcoming events, so collecting this information is crucial and something they did not take advantage of.

### Why Livebookings?

HIX decided to choose Livebookings as their online booking provider for its generic non-branded appearance and the confidential nature of data processes. *"We decided against OpenTable due to the branding that was all over the reservations page. Livebookings has no branding and does not take the customer away from our website or ask them to sign up to anything. We did not want to share our database with anyone else and Livebookings do not use our data for their own purposes."* **Jo Verberne, HIX**

### Approach

The combination of using the Livebookings electronic reservations book to manage reservations, together with the online bookings interface on their website provided HIX with a more modern and streamlined booking process. It enabled them to handle more email enquiries and alleviate the added pressure of phone reservations during busy periods. The HIX group can now manage bookings across multiple restaurants efficiently and capture customer data from bookings made on their own website or on Network Partner websites. They are then able to more effectively market to clients after the initial booking has been made. *"With the online facility we are able to capture the data and export it into the CMS of our website. The electronic reservation book also prompts the receptionist to ask for an email, whereas previously they would just take a name and number which does not help us with marketing at all."* **Jo Verberne, HIX**



### Results

In the first six months of HIX using Livebookings the restaurant progressively increased their online bookings every month. 12.7% of these bookings were made on partner websites such as yell.com, restaurant-guide.com and bookatable.com whilst 87.3% came directly from the restaurant's own website.

Since implementing the new online booking system HIX are reaching more people and more efficiently capturing their data. The restaurant's pre theatre bookings have picked up and people are now making reservations online through their website as well as partner sites, allowing staff to focus on providing quality service in other areas of restaurant management. *"The online facility frees up the phone lines and enables customers to make bookings in seconds; and they receive an email to confirm the details. Plus, with the online facility customers can see all the times that are available and may not have realised that we are open all day, therefore giving us the opportunity to take more bookings in the afternoons. We are also represented on many popular websites such as lastminute.com and it doesn't cost us a penny to be on their listings."*

**Jo Verberne, HIX**

### Benefits of Working with Livebookings

*"The team and support are very helpful and understand the requirements of the system as they have previously worked in the industry. Our experience of working with them was excellent. They are friendly, knowledgeable people who really want to help the company increase business."* **Jo Verberne, HIX**