

The Green cooks up a storm using online for bookings and marketing

"Livebookings has not only helped us reach out to a larger audience, it has boosted our online profile, which is important for a relatively small business such as ourselves. It has also allowed the staff the freedom to concentrate on what they are best at: serving customers."

Charles Silver, Director, The Green

Challenge

The Green wanted to maximise its great location and find a way to take table reservations, even when staff were unable to answer the phone.

They didn't have an online reservations system, but knew that to stay ahead of the game in a popular area like Clerkenwell, they needed to find the best solution available.

Approach

The Green implemented Livebookings' online, real-time booking interface that allowed customers to make confirmed table bookings on their website 24/7. They also benefited from additional listings, promotional opportunities and bookings via a range of websites in the Livebookings Network.

Through Livebookings, The Green was able to capture email addresses and mobile numbers from customers making bookings, to use in future marketing campaigns - encouraging them to come back as repeat guests.



Name

The Green

Location

Clerkenwell, London

Business Rationale

Looking for a seamless table booking function and to increase online presence

Why Livebookings?

No upfront fees and a reputation for tailored online marketing expertise

Livebookings Products and Services Used

Livebookings Direct
Livebookings Network





Results

"Customers often want to book tables outside of normal opening hours, which is obviously difficult to organise without an online booking system like that offered by Livebookings."

"The other important factor is that Livebookings provide more than just the table booking facility; they have given us continued support about the best way to co-ordinate our marketing efforts, which has been great in driving extra revenue for The Green."

"We now get over 100 bookings per month, which would be quite difficult for an independent gastro pub like us to manage if we didn't have Livebookings. From feedback that we received, customers will quickly go elsewhere if they're unable to easily make a reservation."

Charles Silver, Director, The Green

Olivia Fitzgerald, General Manager for UK and Ireland at Livebookings, believes The Green is a great example of how smaller gastropubs can reap the rewards of Livebookings technology:

"The Green is based in a very popular area for gastropubs and bars and can't afford to miss out on any potential bookings.

Its success with Livebookings is testament to the benefits of being open for bookings 24 hours a day, seven days a week. Our technology means staff at The Green can carry on serving customers and enhancing their great reputation instead of spending time on the phone."

About Livebookings

Headquartered in London, with offices in Hamburg, Stockholm and Madrid and customers in 19 countries, Livebookings is Europe's largest online marketing and reservations service for the restaurant industry. The company is ranked as one of the top 30 fastest growing digital media companies in Europe.

Livebookings enables free real-time, online reservations on restaurant websites and helps restaurants to access customers that would otherwise be difficult to reach through a global network of partners including [Time Out](#), [lastminute.com](#), [Ticketmaster](#) and [Yell.com](#).

In 2008 alone, Livebookings delivered over 2.4 million diners to restaurants worldwide including [Gordon Ramsay Holdings](#), [The Ivy](#), [Carluccio's](#), [Chez Gerard](#) and [The Ritz](#).

Further Information

For further information about Livebookings, please email sales@livebookings.co.uk, call 020 7934 9275 or visit www.livebookings.co.uk