

Case Study: lastminute.com

"Livebookings has been a great customer acquisition tool. Over 90% of customers who have made a restaurant reservation through us have gone on to purchase further higher margin products."

Mark Bower, UK Lifestyle Sales Director, lastminute.com

Name

lastminute.com

Website

www.lastminute.com

Business Rationale

Looking to improve functionality on their website, reduce costs and enhance profitability

Why Livebookings?

Fully integrated, automated and real-time restaurant reservation service. Superior restaurant inventory

Livebookings Products and Services

Livebookings API
Special Offers

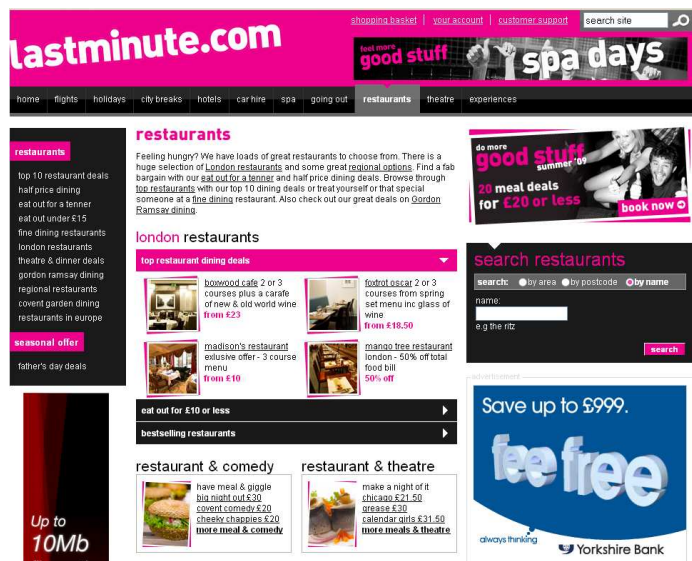
Challenge

lastminute.com has had a restaurant reservation platform since the company began in 1998. In the past, every reservation had to be manually confirmed with the restaurant to ensure that the customers were seated on arrival. lastminute.com had a team of three agents working with restaurant confirmations and another team of data entry specialists in place, loading each individual restaurant onto lastminute.com's systems.

"We are constantly looking at ways to reduce the costs and enhance profitability. When we were approached by Livebookings we soon realised that costs directly affecting our bottom line could be stripped out." Mark Bower, UK Lifestyle Sales Director, lastminute.com.

Approach

lastminute.com became a Livebookings Network Partner in 2005. Livebookings fully customised a restaurant booking service for lastminute.com's website, integrating the brand and design of lastminute.com with Livebookings' API solution. Working closely with the team at lastminute.com, Livebookings' technical team takes care of all support and maintenance of the booking service.





Results

Partnering with Livebookings has reduced lastminute.com's workload and cost of creating a restaurant booking system. With Livebookings' real-time system, restaurant bookings no longer have to be confirmed manually. In addition, the task of loading new restaurants into the system has also been eliminated. Livebookings takes care of the restaurant recruitment and data entry as well as the ongoing service and support of the system. Since partnering with Livebookings, lastminute.com has been able to reduce the restaurant team from eight people to just two people.

"Our supply manager is now able to focus on making sure lastminute.com gets the very best exclusive deals for our customers."

Mark Bower, UK Lifestyle Sales Director, lastminute.com

A bonus of partnering with Livebookings was that the range of restaurants on lastminute.com's site increased substantially. "We are happy to have the capacity to offer our customers the possibility to book restaurants in other European cities. It's a great service and a complement to our other products."

"lastminute.com has been successfully running London Restaurant Week for a few years now, enabling over 100 of London's finest restaurants to offer customers lunch for £15 and dinner for £25. Without the support of Livebookings we could never have focused our attention on such a promotion – the results speak for themselves. In 2007, over 12,000 covers booked in one week, generating over £340K's worth of business for London restaurants and raising over £15K for charity."

Mark Bower, UK Lifestyle Sales Director, lastminute.com

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