

# Feature Highlight

# Guest Book

GuestBook holds a unique profile of each guest's popular dishes, visit history, up coming reservations, and more. Know every guest that walks through your door.

## Know your costumers

Guest Book automatically creates a profile for nearly every guest using all the systems, like OpenTable, in your restaurant.

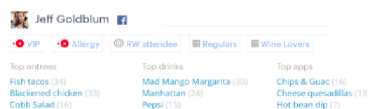
Guest Book remembers everything the guest orders, when they've dined with you, and highlights popular items, so you'll know what they prefer. It also talks with your table management system to pull in guest notes and codes.

## Guest List

Makes it easy to create a quick guest list defined by pretty much any ingredient your imagination can cook up. Substitutions welcomed.

## Understand Key Insights

Wondering whether your brunch customers or your wine lovers do more for your bottom line? With Guest Book, it's easy to compare key insights across any guest list, so you can plan marketing and other important business decisions more easily.



Best guests • Create new list

1-100 of 5,120 guests

Guest name	Visits	Total Spend
Julia Stenhouse	67	15,777.63
Eric Miller	53	6,710.92
Michelle Alexander	49	5,997.02
Jason Flores	45	5,623.51
Juan Wilier	40	5,485.40
Wanda Evans	32	5,265.36

	Wine Lovers	Brunch Goers
Guests	5,120	36,859
Checks	12,140	300,134
How much do they spend per visit?	91.29	77.02
What is the average time spent?	1hr 12m	1hr 05m

## Benefits of Guest Book

Slice and dice your customer base with custom segmented lists  
Ensure you pair previous servers with patrons who've tipped them well in the past

Drill down individually on patrons who come in for breakfast, lunch, or dinner and order a specific menu item or find larger ordering trends with your best customers

Set custom benchmarks based on your "best customer" profile to identify new guests that could be worth a large lifetime value

Get your staff to know your top customers' favorite menu items

Interested in making the most of your menu?

Call: 312.373.0487

