

RESY OS

By restaurants, for restaurants

Rebuilding with Resy



Introduction

As we start to see the glimmers of hope and light at the end of a very difficult year, we're excited to join you in welcoming guests back to your restaurant.

From our inception, Resy was designed to be more than a platform - we're your partners. With fee relief extended through June 2021, we are committed to supporting the industry through this period of uncertainty and change. While your guest experience may look very different from before COVID-19, we're here to help you navigate the new normal.

By restaurants, for restaurants.





How To Use This Playbook

With restaurants across the world in various phases of reopening, we've designed this playbook to be useful for businesses at any stage. From fine dining operations who are just starting the process of turning on reservations again, to cafes with outdoor seating looking for additional revenue sources, this guide has something for everyone.

In this playbook, you'll find the steps to:

- 1 **Restart** reservations and table management using Resy OS
- 2 **Train** new staff and provide a refresh on Resy OS for legacy employees
- 3 **Market** your return to the community
- 4 **Maximise** operations with new Resy OS features

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Platform 360: Premium Support and Advanced Analytics

The Essentials: Steps to Take Before Opening Reservations

Preparing to welcome back guests and feeling overwhelmed with your to-do list? This section includes the absolute basics for ensuring you're ready to reopen online reservations and manage the floor during service.

Update Your Floor Plan

Why

If your floor plan has changed, either from restricting the capacity of your dining room or adding new outdoor seating options, make sure your floor plan reflects the changes.

Where

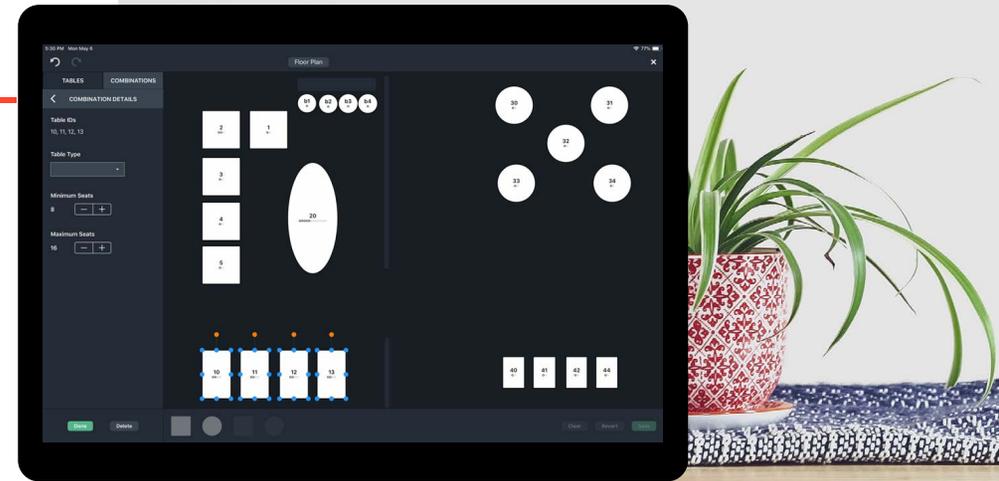
Use the Resy OS app on your iPad.

More

[How to Create and Edit Floor Plans in the ResyOS App](#)

Pro tip

Naming your tables to accurately describe where they are located, like Patio or Booth, is helpful for guests seeking specific dining options.



Revise Your Shift Settings

Why

Once your floor plan is set, use Shift Settings to reflect changes to your hours, turn times and pacing.

Where

Make changes that will affect your base shifts in the Resy OS Dashboard. You can make one-off single day changes in both the Dashboard and the Resy OS app on your iPad.

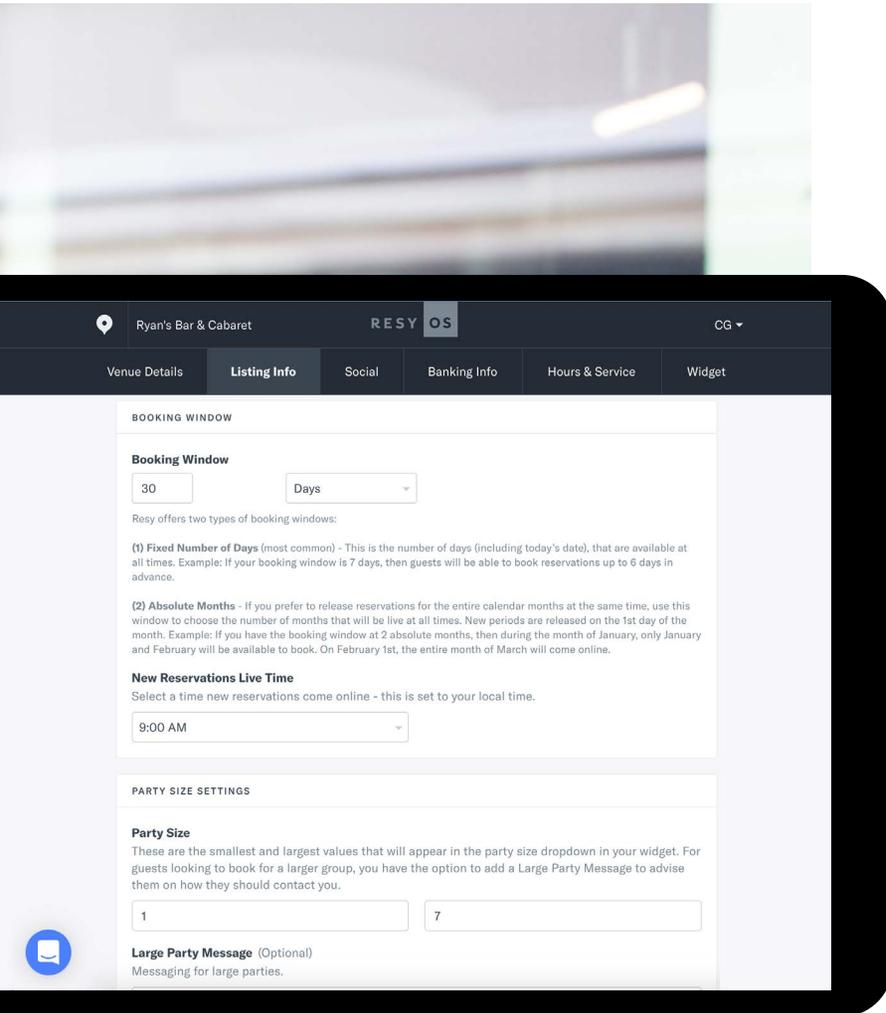
More

[How to Create and Edit a Shift in Dashboard Service Settings](#)

Pro tip

Use the Cancellation Fee option under “Step 4 – Reservation Settings” to set up a cancellation policy and minimise no-shows.

The Essentials: Steps to Take Before Opening Reservations



Modify Your Venue Settings

Why

The information in this section is displayed on your Resy.com page for all of your potential guests to see. Edit the description of your restaurant and update your booking window, which determines how far in advance a guest can make a reservation online. **If your booking window is 0, guests can't make online reservations, so this step is crucial!**

Where

Use the Resy OS Dashboard from your web browser.

More

[How to Edit Your Venue Settings](#)

Pro tip

Swap out your venue photos with new photos of any updated spaces so your guests know what to expect when they visit you.

The Essentials: Steps to Take Before Opening Reservations

Turn On and Edit Guest Communications

Why

Communicating with your guests to confirm their reservations and update them on any new policies is more important than ever. Ensure your communications are switched on and if you're a Platform 360 user, you can edit the emails and texts that guests receive regarding their bookings.

Where

Use the Resy OS Dashboard from your web browser.

More

[How To Adjust Guest Communications when Reopening](#)

Pro tip

Are you selling merch or gift cards? Let your guests know and include a link to purchase in the Day-Of Reminder text.



Reopening Checklist

A checklist created by the Resy team to best help our F&B Community.

Create

- Reopening budget
- Menu
- Employee schedule
- Guest outreach plan
- BOH prep list

Contact

- Staff
 - Print applications
 - Put ads online
 - [Starter Checklist for PAYE](#)
 - [Tell HMRC about a new employee](#)
- Linen service to resume service
- Pest control to resume service
- Phone and internet providers to resume service
- POS software to resume service
- Music system
- Utilities
- Insurance

Update

- Website
- Reservation settings
- Google
- TripAdvisor
- Facebook
- Instagram

Order

- Paper goods
- Produce
- Proteins
- Diary
- Liquor
- Wine
- Coffee
- Soft drinks

Schedule

- Reopening date
- Deep clean
- Food prep
- Restocking of the bar
- Resetting of the dining room
- Staff training
- Risk Assessment

General Maintenance

- Check light bulbs
- Fridge cleanout
- Beer and soda lines
- A/C filters
- Check pilots

Communication and Marketing Strategies: Making the Most of Your Reopening

Your guests are eager to join you, so let them know about your reopening as soon as you have a return date. As markets reopen, there will likely be an explosion of communications sent to consumers, so set yourself apart with our collection of expert insights, tips and best practices.



Email Marketing

Social Media

Public Relations

Read

[Email Marketing for Restaurants: What You Need to Know](#)

What's Included?

- Starting an email marketing program
- Providing engaging content
- Crafting effective subject lines
- Using images to your advantage
- Leveling up with segmentation and personalisation

Pro tip

Want to send an email blast to your entire Resy guestbook? Reach out to our support team and they'll send you an export.

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Social Media

Public Relations

Read

[How to Make it Work: Instagram for Restaurants](#)

What's Included?

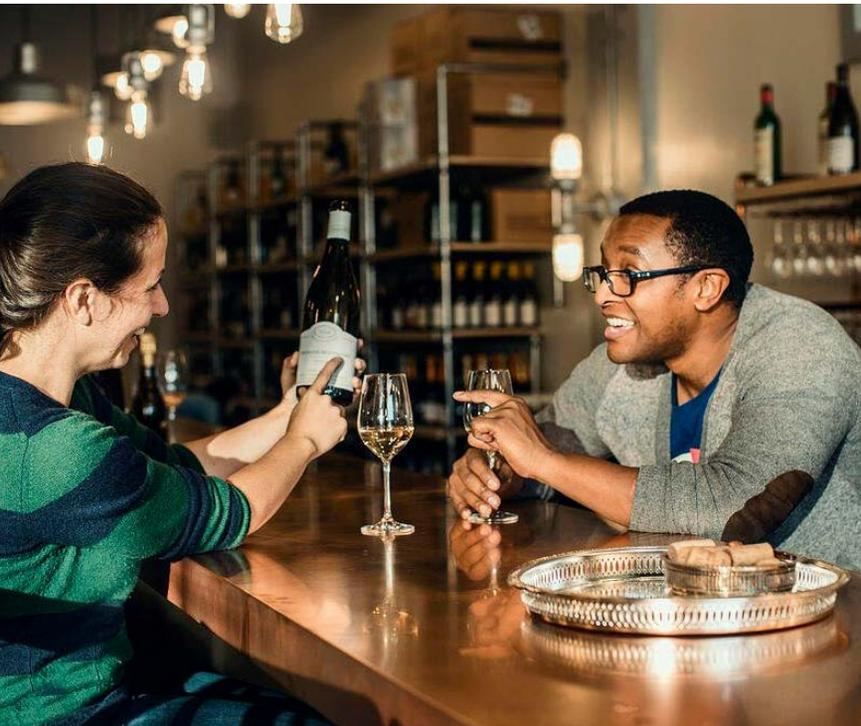
- Getting an early start
- How to approach your follower count
- Content curation and creation ideas
- Tips for consistency
- Paid post advice

Pro tip

Allow guests to book a reservation directly from your Instagram profile with the Resy x Instagram integration. Find the steps to set it up [here](#).

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Email Marketing

Social Media

Public Relations

Read

[How to Update Your Public Relations Strategy in the Face of COVID-19](#)

What's Included?

- Telling the story of your restaurant
- Leveraging social media
- When to bring in a PR firm
- Reaching out to press

Communication and Marketing Strategies: Making the Most of Your Reopening

Website Updates

Read

[Get Your Restaurant's Website Ready for Reopening with These Five Tips](#)

What's Included?

- Using alerts and banners
- Updating your CTA (Call to Action)
- Building relationships through your site

Pro tip

Ensure you have the Resy booking widget set up properly so guests can book directly from your site. Instructions [here](#).

Menu Engineering

Read

[Is Additional Revenue Hiding in Plain Sight? How Menu Engineering Can Increase Your Profits](#)

What's Included?

- Analysing your food costs
- Organizing by popularity and profitability
- Factoring changes from COVID-19 into menu planning

Pro tip

Promote any menu offerings that you're eager to sell using the Reservation Reminder text which sends to guests before they arrive. Learn how [here](#).

Pricing Strategies

Read

[Discounts, Bundles and Anchors: Three Pricing Principles to Attract Customers and Boost Sales](#)

What's Included?

- When to use discounts to increase sales
- How price bundling can help increase

Pro tip

Use this Pandemic Pivot calculator to figure out the best way forward for your restaurant. Find it [here](#).

Stay updated on all the resources from Resy by subscribing to the Resy OS blog

[Subscribe Here](#)



RESERVATIONS MENU + LOCATIONS + DELIVERY SQUARE ROOTS BURGER MONTH AT EMMY SQUARED! VIRTUAL PIZZA CLASSES WE SHIP WITH GOLDBELLY!

PRE-ORDER WEEKEND DATE NIGHT OR FAMILY MEAL!

Training Resources: Level Up Your Resy Skills

If you want a refresher course in all things Resy or want to train new staff to use the platform, we have tons of resources to turn the most novice Resy user into a seasoned pro.

Recorded Webinars

From just getting started to mastering customisable features, we have live webinars for every skill level.

Intro to Resy OS on iPad

Topics Covered: Making and updating reservations, using the floorplan view before and in service, managing a waitlist, iPad navigation, understanding your availability, and managing guest information and communications.

[Watch Here](#)

Intro to Resy Dashboard

Topics Covered: Navigating each section of the Resy Dashboard and a brief overview of service settings.

[Watch Here](#)

Advanced Reservation Management

Topics Covered: Advanced reservation strategy by further utilising the features and functionality of Resy.

[Watch Here](#)

Events Creation and Management

Topics Covered: How to use the Resy Dashboard to create events and what guests will see when looking to book tickets.

[Watch Here](#)

360 Features – Customization and Utilization

Topics Covered: The advanced features that are accessible with our 360 and Full Stack platforms.

[Watch Here](#)

Reopening on Resy

Topics Covered: A step by step walkthrough of how to reopen your restaurant on Resy.

[Watch Here](#)

Training Videos

Visit our collection of short training videos explaining the basics of Resy

[Watch the Videos Here](#)

Password: rightthisway

During Service: New Features to Help You Navigate A New Normal

We've adapted Resy to the changing pandemic landscape with new features aimed to help you do what you do best: provide your customers with stellar hospitality experiences.

Allow Nearby Guests to Add Themselves to Your Waitlist

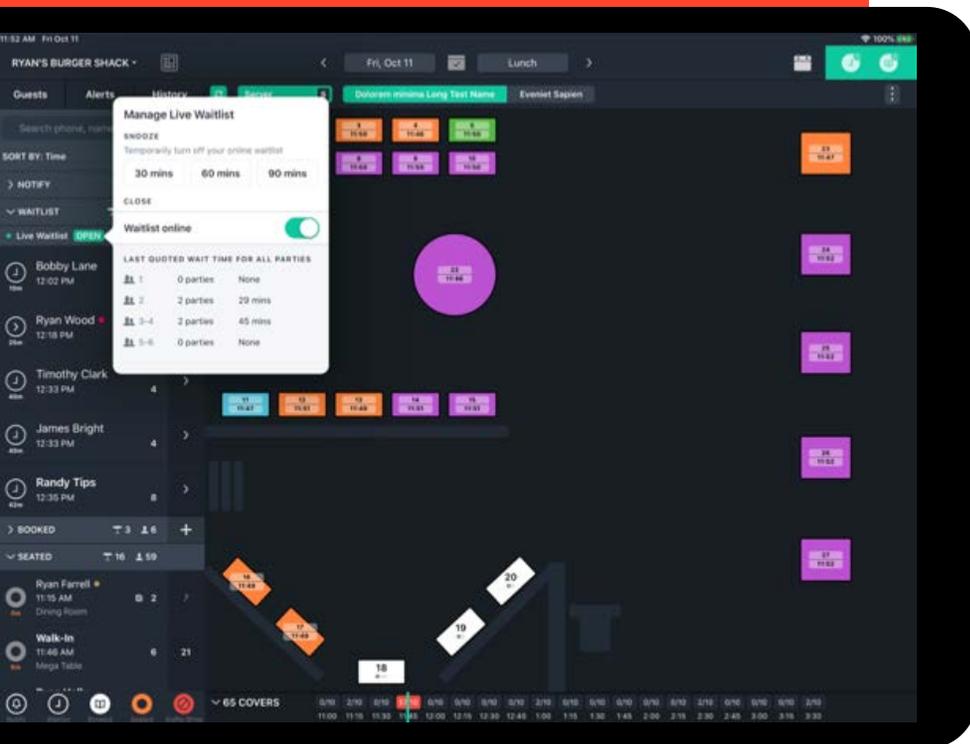
Minimise crowding at the door using Resy's **Mobile Waitlist**. Guests within a short distance of your restaurant can add themselves to your waitlist and will receive updates from you via text.

Learn more [here](#).

Receive Notifications To Avoid Going Over Mandated Capacity Limits

Keep your guests safe and your restaurant within capacity guidelines using the **Capacity Monitor**. Get notifications and automatically turn off online reservations when you're approaching your limits.

Learn more [here](#).



After Service: Reports and Feedback to Move Forward Stronger

Hospitality doesn't stop once customers leave your venue. Advanced reporting and analytics help you optimise your operations and get valuable insights from your guests.

Use COVID-19 Reports to Predict Future Traffic and Look Back on Past Trends

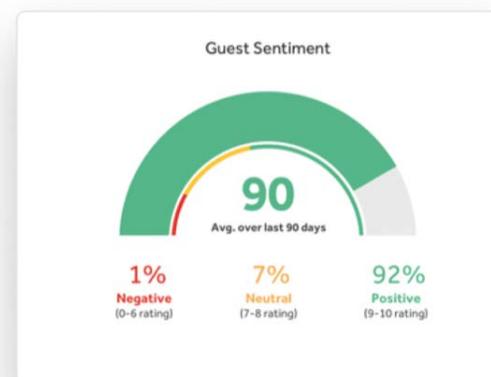
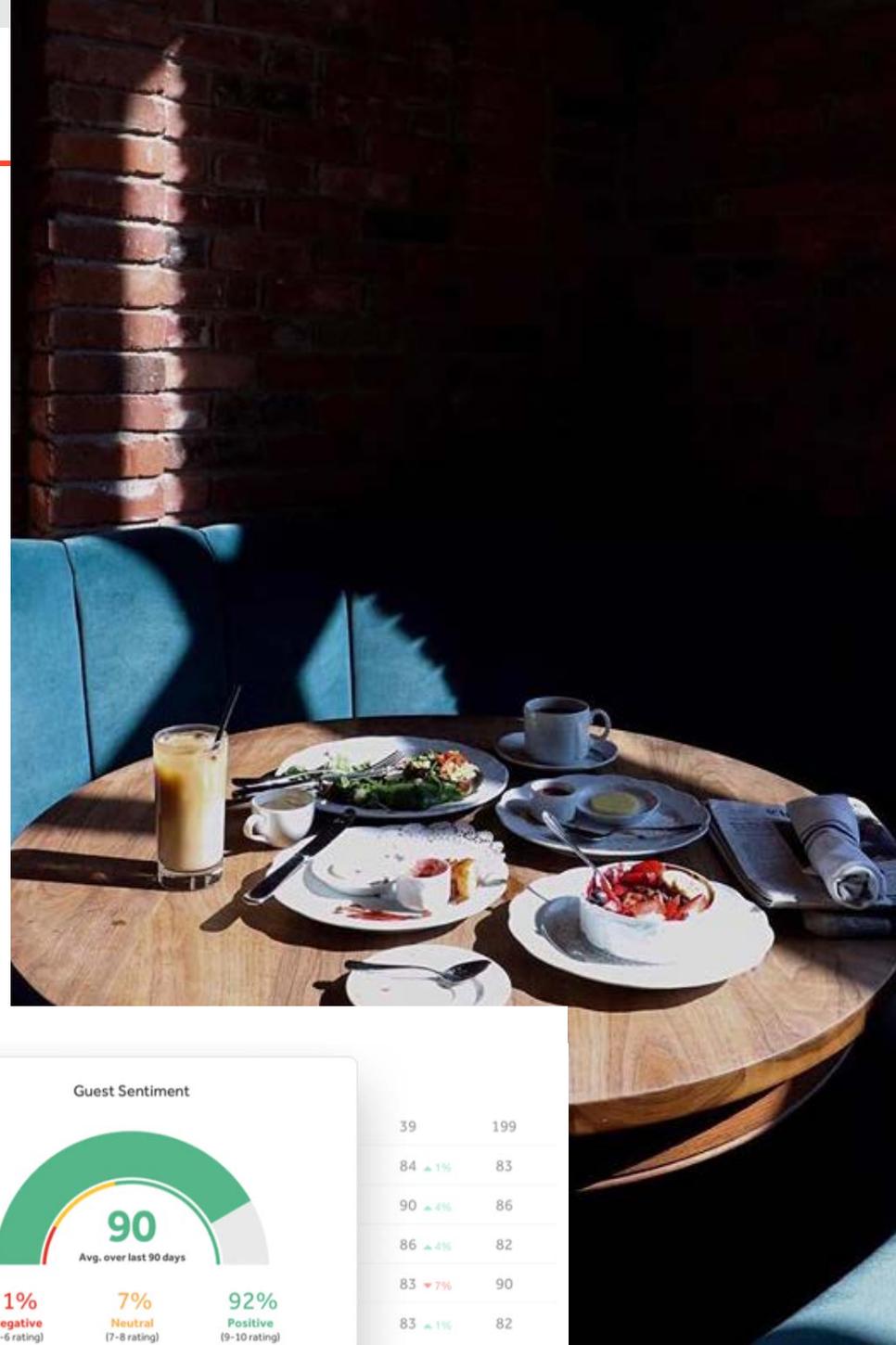
The C-19 Relaunch Dashboard includes data around cover source, no-shows, late cancellations and more to help forecast for your business. The **C-19 Affected Reservations Report** is a list of all reservations that were on your books prior to COVID-19.

Learn more [here](#).

Gather Feedback from Your Guests

Platform 360 customers can use **Surveys** to collect and analyse guest feedback on a variety of measures including sentiment, service, food and atmosphere. Customise your questions to see how guests are feeling about returning to your dining room.

Learn more [here](#).



39	199
84 ▲ 1%	83
90 ▲ 4%	86
86 ▲ 4%	82
83 ▼ 7%	90
83 ▲ 1%	82

Welcome Back

Want more support for getting back to business? Upgrade to Platform 360

With fee relief extended through June 2021, now is the perfect time to upgrade to Platform 360 and take advantage of all Resy has to offer. Our Platform 360 package can help your restaurant maximise revenue by streamlining operations, driving hospitality for your guests, and collecting actionable data for updating your strategy.

[LEARN MORE ABOUT PLATFORM 360](#)

[UPGRADE TO PLATFORM 360](#)

