

ProfitStreams and MenuSoft have partnered to bring you an integrated online reservation system. ProfitStreams' GuestTrail and Digital Dining's POS Reservations will provide a simple, efficient way to bring online reservations to your restaurant.

Using GuestTrail, restaurant owners can take customer reservations online 24 hours a day, increase their website's presence, collect customer data, increase guest loyalty, and better manage labor requirements based on reservations.

Online reservations is just one of GuestTrail's capabilities. GuestTrail also helps restaurant owners with social media and marketing while integrating data from reservations and the POS system.

Maximize Sales

As a restaurant owner, you are busy every day with operational issues within the four walls, the need to increase sales and reservations, and have limited time or experience in marketing. GuestTrail's suite of tools helps restaurants maximize sales by increasing online reservations, increasing guest frequency and loyalty, increasing check average, and increasing total number of guests.

Integration at the POS

After reservations are made through the restaurant's website, they are seamlessly integrated into the POS. Reservations simply appear in the reports and the wait list when needed. If customers wish to change their reservations, they can do so through GuestTrail, and Digital Dining will be updated to reflect the changes, 24 hours a day, 7 days a week, without anyone at the restaurant lifting a finger.

Marketing

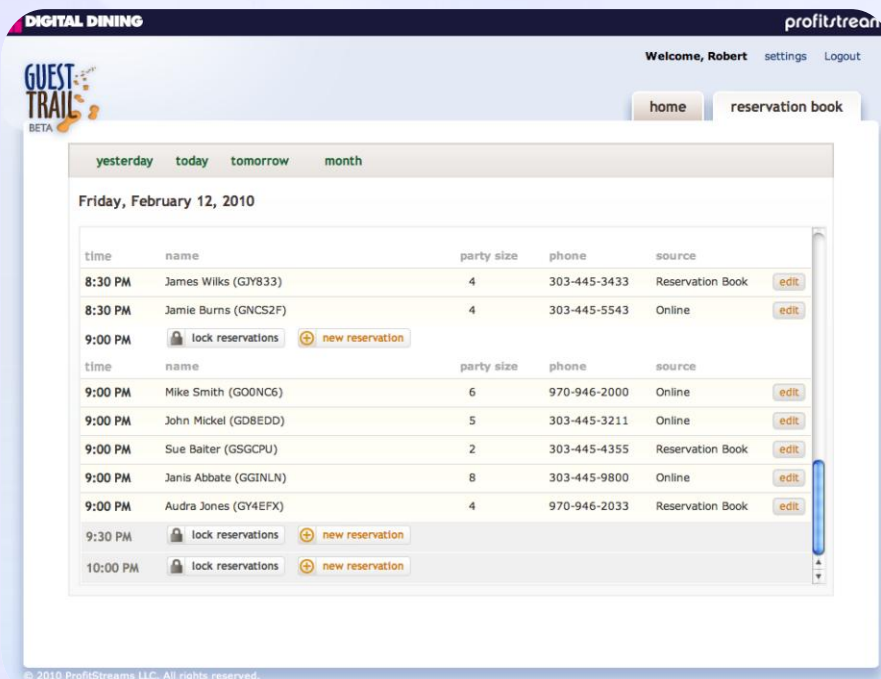
GuestTrail gives restaurants insight into marketing programs so you can optimize future marketing dollars. GuestTrail helps you instantly tell customers what is happening in your restaurant such as nightly specials, special events, or offers. GuestTrail links into your existing website, or you may use a templated website with an online menu to help you "be found" on the web. Unlike other online reservation systems, your customer data belongs to you and can be used to your restaurant's advantage.

Dashboard Reporting

The daily dashboard provides key metrics such as revenue from reservations, website information, and enabling you to quickly assess what is and isn't working from your marketing efforts.

Easy to Use

ProfitStream's GuestTrail provides a reasonably priced, user-friendly solution for both the restaurant and their guests.



The screenshot shows the GuestTrail reservation dashboard interface. At the top, it displays "DIGITAL DINING" and "profitstreams" logos. Below the logos, there is a navigation bar with "home" and "reservation book" buttons. The main content area shows a calendar view for "Friday, February 12, 2010". A table lists reservations with columns for time, name, party size, phone, and source. Each reservation entry includes an "edit" button. There are also "lock reservations" and "new reservation" buttons. The table data is as follows:

time	name	party size	phone	source
8:30 PM	James Wilks (GY833)	4	303-445-3433	Reservation Book
8:30 PM	Jamie Burns (GNCS2F)	4	303-445-5543	Online
9:00 PM	lock reservations			new reservation
9:00 PM	Mike Smith (GO0NC6)	6	970-946-2000	Online
9:00 PM	John Mickel (GD8EDD)	5	303-445-3211	Online
9:00 PM	Sue Balter (GSGCPU)	2	303-445-4355	Reservation Book
9:00 PM	Janis Abbate (GGINLN)	8	303-445-9800	Online
9:00 PM	Audra Jones (GY4EFX)	4	970-946-2033	Reservation Book
9:30 PM	lock reservations			new reservation
10:00 PM	lock reservations			new reservation

Features	Benefits
Dashboard Reporting	Website performance data such as number of visitors, referring sites, and search terms to find the site are provided to the restaurant.
Search and Edit Existing Reservations	A restaurant can search for existing reservations by name, date, time, or confirmation number.
Confirmation Numbers	Each online reservation receives a unique confirmation number that is viewable on the POS.
Guest Data	When a customer is seated, the POS automatically applies the information from the online reservations to the ticket, so that you have a trail of the customer's visit.
Sales Data	GuestTrail's dashboard will allow you to see daily reports about sales and revenues associated with online reservations.
Social Media	The restaurant can send updates via Twitter, Facebook, and post on their website daily specials, offers, and more to help increase online reservations and sales.

