

Top local restaurant L'Experience's



THE MIQUANDO[®] EFFECT!

Running an extremely popular local restaurant throws up many challenges – not least how to provide customers old and new with a fool-proof, simple to use booking system.



Owners of L'Experience French Restaurant in Douglas – Michael and Belinda Murphy – head a small, highly committed team and were anxious to ensure that the booking process lived up to the culinary experience they provide for customers.

They turned to local online booking system provider Miquando in a bid to find the perfect solution – a system that could be easily accessed any time of day, from anywhere in the world.

Key requirements were simplicity, security and efficiency. Miquando provided a link to the L'Experience website whereby customers can book a table on the day/evening of their choice at the time they require. The system checks the restaurant diary, allocates the booking and simultaneously sends an SMS message as well as an email to Belinda's mobile phone. She in turn confirms the booking and the system contacts the customer with confirmation

via SMS and email. It means that even when the proprietors are on holiday they can keep a handle on all bookings – easily and with minimum effort, using a smart phone. Miquando also emails the customer for feedback – helping to build the restaurant's online reputation, and even sends a reminder the day before each booking.

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The system has been in place for over six months and has proved highly effective for L'Experience. The restaurant has received table bookings from as far afield as Philadelphia in the US and the UK.

Miquando offers a unique online service and is based in offices on Prospect Hill, Douglas. L'Experience is just one of a growing number of small to medium-sized businesses to benefit from the Miquando effect.

Visit www.miquando.com to find out more.