RED LOBSTER MAXIMIZES EFFICIENCY WITH INTEGRATED TABLE MANAGEMENT SYSTEMS

Red Lobster, the world's largest casual dining seafood chain, creates a seamless dining experience across 700+ restaurants with OZ integration services.

CONTACT US

700+	**3**	**Shorter**
restaurants with integrated staff scheduling	months to bring the first pilot restaurant live	customer wait times

COMPANY
Red Lobster

HEADQUARTERS
Orlando, Florida

INDUSTRY
Hospitality

EMPLOYEES
55,000

FEATURED SERVICES:

Enterprise Integration

Automation

THE CHALLENGE

Delivering a smoother guest experience from making a reservation online to dining in

Red Lobster wanted to level up the guest experience. Typically, when guests dine in, they call or check online if a table's available; if not, they expect to receive notifications of wait times. Red Lobster's current applications and systems could not provide customers with that information in real time. To add to that, the lack of an automated table management system limited the restaurant's ability to make changes on the fly—reconfigure seating, staff up appropriately, and control pacing—and run a successful service.

BUSINESS NEED

An integrated table management and staffing system

To deliver a smooth dining experience, Red Lobster had to integrate several new applications and platforms into its existing systems, among them:

- Automate online reservations with OLO, an online food-ordering platform
- Integrate HotSchedules, an online employee scheduling SaaS platform, with their internal system to schedule shifts for staff across all restaurants and provide training
- Weave new applications into their table management system to notify customers of wait times while making reservations online

HOW OZ HELPED

OZ quickly integrates and transforms online reservation, table management, and employee scheduling

OZ successfully completed the integration in three months. By adopting an agile approach and leveraging design thinking, OZ transformed three key digital elements to drive customer experience and increase revenue:

- OLO with a full menu and price syncing for online ordering
- Table management for online reservations and seating choices
- HotSchedules for managing employee scheduling and training

IMPACT

Better operational efficiency, happier customers

With the help of OZ, Red Lobster successfully transformed the dining experience for guests by:

- Facilitating online ordering, reservations, and table management, leading to shorter customer wait times and increased customer satisfaction
- Improving meal consistency and customer experience across all 700 restaurants
- Increasing operational efficiencies via readily available training and customized workflows

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