



Business Messaging System

can be a key asset for

Restaurants





Customer Communication

RESERVATIONS & CONFIRMATIONS

Customers can receive instant confirmations of reservations, reminders, or even the ability to cancel or modify their booking through automated texts.

ORDER UPDATES

For delivery or takeout, text updates on order status, delivery time, and any issues can help manage customer expectations and improve satisfaction.

PROMOTIONS & MARKETING

The Bistro Group can send targeted offers, promotions, or event announcements which helps drive repeat business.

LOYALTY PROGRAMS

Your customers can receive updates on loyalty points or rewards, which can incentivize them to return more often.



Staff Communication

SHIFT SCHEDULING

Send out shift reminders, swap requests, or changes in real-time to staff. This can streamline scheduling and reduce the chances of missed shifts.

URGENT UPDATES

In a busy restaurant environment, critical updates (like equipment failure, inventory shortages, or menu changes) can be sent to all team members instantly via text.

GROUP CHATS

Create staff-specific groups for streamlined communication across different locations or departments (kitchen staff, waitstaff, management, etc.).

Customer Feedback

SURVEYS & FEEDBACK REQUESTS

After a dining experience, you can send a quick text asking for feedback on the meal or overall experience, making it easier to collect customer reviews and make improvements.

RESPONSE TO COMPLAINTS

If there's an issue, text messaging allows for quick, private communication with customers, addressing complaints and providing timely resolutions.



Order-Ahead / Pre-Ordering



TEXT-TO-ORDER

If you have a large number of regulars, allowing customers to place orders via text can be a convenient option.

MENU UPDATES

Regular customers can opt-in to receive weekly menus via text, making it easier for them to decide what to order in advance.



Handling High-Volume Days



WAITLIST UPDATES

During busy times, customers can join a waitlist through text and receive real-time updates about when their table is ready, reducing the need for in-person crowds and phone calls.



QUEUE MANAGEMENT

Text messaging can notify guests when their table is ready, helping manage the flow of customers without needing to crowd waiting areas.



Reservation & Event Reminders

Group Events

For restaurant groups with event spaces, text reminders for corporate events, birthdays, or weddings can keep customers informed and reduce no-shows.

Birthday/Anniversary Reminders

Offer special deals or greetings on customer birthdays or anniversaries by sending personalized texts.



Zerix can help your business save time, reduce errors, increase customer engagement, and ultimately improve both the customer and employee experience.

THANK YOU.

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