RITTERSCHWEMME

Thanks to SHORE Mahmut has a complete system that supports and helps run his restaurant perfectly. 10% of the reservations from Ritterschwemme are already obtained from the online booking system and his customers are 100% satisfied with SHORE's service.

"Thanks to SHORE my traditional restaurant can meet the needs of current and new communication channels."

Mahmut Gerzic, Manager and owner Ritterschwemme, Geltendorf

THE SELF-EMPLOYED EMPLOYEE

Since Mahmut can remember he always wanted to run his own business. He trained to be a chef and worked 14 years at Ritterschwemme. He climbed his way up from Assistant Chef to Head Chef, until he became the manager and now runs the restaurant. For Mahmut, being self-employed means "to work in one's own direction."

In Ritterschwemme, Mahmut and his team serve traditional Bavarian cuisine, in which they only use regional ingredients. Furthermore, the restaurant puts great importance on sustainbility. All products are used to their full potential in order to minimize and work against the throw-away-society. One of Ritterschwemme's highlights is the old smithery, which has been converted to and used as a spear-ribs oven and grill. The team's motto is "honesty with suppliers, products, and commodity. We don't sell anything that we would not eat ourselves."

Mahmut's wish for the future is to transform Rittersschwemme to his very own family business. "It would be a dream come true to have my family grow with my business and that I could have the opportunity to tell my children that they would take over the restaurant one day."

NEW CUSTOMER-APPROACH OPPORTUNITIES

The authentic and traditional restaurant is located in Geltendorf, Germany. Its tranquil and scenic location makes it extremely popular especially when the weather is nice and during the time of the Kaltenberger Medieval Games. These factors make it difficult for the restaurant to be of constant occupancy, not just in the high seasons. One of the reasons for this was that the restaurant did not have a modern customer language. Website visitors were only able to find information, yet no easy way to make a reservation online. The only way to make a reservation was via telephone or E-Mail, where requests could not be accepted immediately. Both ways were extremely time-consuming for Mahmut due to the many call backs and the nonstop E-Mail traffic.

Furthermore, Mahmut's website was missing one important attribute: customer acquisition. He was unable to drive new website visitors quickly and easily and reserve a table at the restaurant. Because Mahmut did not occupy himself much with the Internet, he did not realize what opportunities digitalization could bring.

→ Missing modern customer language

→ Time consuming call backs

→ Lack of customer acquisition through website

→ Countless missed calls

ONLINE BOOKING AS A SUPPORT-SYSTEM

Mahmut decided that he needed SHORE's software solution as a support system for his restaurant. This way he can give current and potential customers the opportunity to book a table directly on his website through the online booking system; making it possible for customers to make reservations 24/7. Thanks to the SHORE Merchant App Mahmut can confirm and manage requests from his mobile phone. He is saving a lot of time, which he used to use for callbacks and responding to countless Emails.

One of the reasons Mahmut chose SHORE was due to the excellent service that was provided to him. "The system was explained to me perfectly, in every detail, and I didn't even have any questions after they explained it to me." This way Mahmut could immediately integrate the software and almost no time was lost for the incorporation of it.

"SHORE, for me, is a great addition to telephone and personal reservations. Our modern customers love using the platform and we can show our customers that we can also keep up with technology."

For the future, Mahmut has planned to use the newsletter-function more frequently to inform his guests about current promotions.
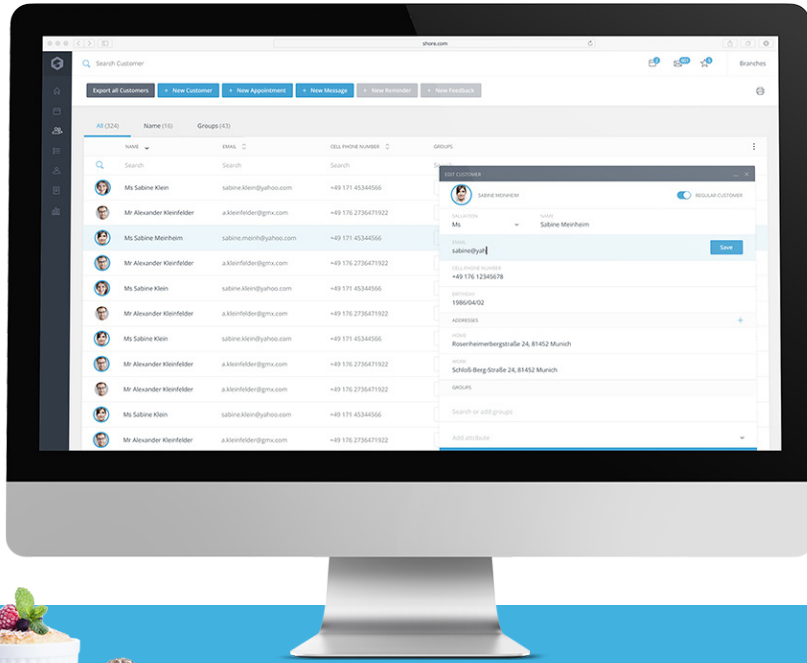
With SHORE Mahmut took his first step towards the future in order to provide his restaurant guests the best service.

→ Online Booking through website

→ Great customer service

→ Newsletter function

→ Mobile reservation management

"The best part is that I can confirm reservations anywhere, even on the weekends from my couch at home."

THE RESULTS

100%

Customer satisfaction

1

Software

10%

Of reservations made through SHORE

REQUEST A DEMO