

syrve



# Improve upselling and customer experience

Find ways to increase revenue  
and satisfaction

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## Raising your game and your revenue

**Happy customers will spend more... it's a simple fact. Improving the guest experience is a win/win for your establishment and its patrons. But how can you achieve a step change in quality, performance and revenue?**

Upselling sounds simple enough. But identifying the most tempting and relevant offers – and getting staff to communicate these effectively – can be tricky. Your serving team needs to be enthused, motivated and supported as they sell.

Equally, customers need to be in a positive mood to order more. Lengthy wait times or communication mishaps will strain the atmosphere. Restaurants need to ensure every guest feels valued.

In this guide, we'll analyse **three** challenges and explore practical ways to improve upselling and elevate the customer experience.

# 1: Take upselling to the next level

Enhancing your restaurant's upselling capabilities is about more than just boosting sales – it's about creating memorable dining experiences. Customers appreciate thoughtful suggestions and great-value offers from your team. Syrve's innovative solutions empower your staff to upsell effectively while providing top-notch service.

## Common issues for restaurants

In the dynamic restaurant environment, it's often hard for staff to remember to upsell at the right moment. They may lack motivation too. Customers don't get to hear about your latest deals and so your business misses out on extra revenue.

## Clear signs of challenges with upselling

Do these issues sound familiar?

- **Management headaches:**  
Trying to launch, communicate and manage upsell promotions to your team is tricky.
- **Missed opportunities:**  
Staff fail to suggest additional items or promotions when taking orders from customers.
- **Lack of personalisation:**  
Staff cannot see a customer's order history and preferences, so they're unable to make personalised recommendations.
- **Ineffective incentives:**  
It's difficult to track and reward staff for successful upselling, so there's little incentive for employees to raise their game.

## How Syrve enhances upselling

Syrve's technology addresses these upselling challenges, providing solutions to elevate your restaurant's performance.

### Profitable promotions to boost sales

Any upsell deals need to be profitable. But which items and offers could you include? Should there be seasonal specials, deals on desserts or two-for-one on cocktails?

Syrve's Menu Engineering helps you design upsell offers that appeal to customers and maximise revenue. With data-driven insights, you can calculate the margin on every item and then price your upsell offers wisely.

### Prompts to sell – at just the right moment

So often, staff can simply forget to mention an upsell offer during the order process. The moment passes and the opportunity is lost.

Syrve fixes this by automating upsell suggestions while staff are taking the orders. During the ordering process, the system recommends and applies enticing promotions like combo deals or add-ons. The system prompts your staff to suggest these deals to customers at just the right time, increasing their order value.

### Personalised experiences

Regular customers appreciate when a restaurant understands them and values their loyalty. With Syrve, you can enable your staff to access a customer's order history in real-time.

Syrve's Order History feature enables servers to suggest items based on past preferences, creating a personalised dining experience. Perhaps there's a bottle of wine they usually choose or they always select a specific side dish? The system remembers and tips off your team.

### Performance incentives

It's important to record the sales performance of your staff members and incentivise them. Then everyone will 'up' their game.

You can track staff performance easily with Syrve's comprehensive analytics. By recording and rewarding every upsell, you'll be able to motivate your team, promote best practices across the restaurant and improve revenue.

### The bottom line

Effective upselling not only increases revenue but also enhances the overall dining experience. It's an opportunity to develop your team's sales abilities, elevate your restaurant's performance and increase customer loyalty.



## 2: Incentivise performance

Boosting your restaurant's performance is about more than numbers – it's about transforming work into a rewarding experience for your staff. Syrve helps you to create innovative solutions that incentivise and recognise outstanding performance, enhancing your operations, staff loyalty and customer satisfaction.

### Common issues for restaurants

In the fast-paced restaurant industry, motivating staff and tracking performance can be challenging. Staff turnover and changing shift patterns can make it difficult to identify star players who show a great work ethic. Similarly, it's tricky to spot those who are lagging behind and need extra encouragement or training.

### Clear signs of challenges with staff performance

Do these issues sound familiar?

- **Lack of motivation:**  
Staff may lack the motivation to improve their performance, leading to complacency and lacklustre service.
- **High staff turnover:**  
Valuable team members quit their jobs. There may be a sense that they feel undervalued and their efforts go unnoticed.
- **Lack of metrics:**  
The absence of clear performance metrics can make it difficult to set goals, provide constructive feedback and incentivise improvement.
- **Limited feedback:**  
Managers may struggle to provide timely feedback and coaching to staff, hindering improvement.
- **Ineffective incentives:**  
Traditional reward programmes need to be managed manually and lack meaningful data.



# How to deliver effective performance incentives

Syrve's technology addresses performance-related challenges by providing solutions to motivate and recognise your staff. You can run effective company-wide rewards programmes that include all locations and shifts.

## Gamification for healthy competition

Modern enterprises often incorporate gamification techniques to transform performance goals into a fun and engaging experience. But how could this work in the restaurant industry?

Syrve's digital leadership board and personal pages allow staff to track their performance, receive feedback and gain recognition through rewards and contests. For example, it's possible to see who upsells the most each week. This inspires healthy competition and motivates staff to continually enhance their performance.

## Define and track goals

Staff performance insights need to be founded on data that's recorded by a restaurant system. You can use this to set a baseline for sales – and then challenge staff to reach the next level.

Syrve's Performance Metrics feature enables you to set clear goals, provide data-driven feedback to staff and incentivise them to improve their performance consistently. You can define and automatically track performance metrics such as sales targets, production and service delivery timescales, waste and upsell rates.

## Real-time feedback and timely coaching

Restaurant managers need actionable insights in real-time – so they can correct staff issues quickly, rather than risking bigger problems developing.

Syrve's tech equips managers with the tools to deliver immediate feedback and coaching to staff, fostering on-the-spot improvements. If someone's attendance or sales numbers are poor, you can see immediately and intervene. As a result, you can elevate your team's capabilities and ensure a continuous cycle of learning and growth.

## Incentive programmes to reward excellence

It's important to create and automatically track incentive programmes tailored to your staff's achievements.

Syrve allows you to reward performance with monetary incentives like bonuses or commissions, as well as non-monetary incentives such as time off or recognition awards. You can streamline the incentive process and boost morale, encouraging a culture of excellence.

## The bottom line

With Syrve, you can foster a culture of continuous improvement, recognise excellence and enhance employee satisfaction.

# 3: Boost guest satisfaction

Creating an unforgettable dining experience extends beyond the plate. Guests need to feel valued and prioritised. Syrve offers advanced solutions that enhance the ordering process and elevate the overall guest experience. From integrated ordering to personalised service, Syrve's technology can help to build long-term loyalty.

## Common issues for restaurants

Today's restaurants often focus heavily on food quality and price. This is essential. But customers are also sensitive to how they're treated. They expect standout service if you want their frequent custom, lasting loyalty and personal recommendations, online and offline.

## Clear signs of challenges with the guest experience

Do these issues sound familiar?

- **Lengthy wait times:**  
This can lead to customer frustration. Some may decide to leave early, without ordering extra drinks or desserts, vowing never to return.
- **Communication mishaps:**  
If there is confusion or misunderstandings in the ordering process, it can be tough for staff to recommend and upsell.
- **Limited customer insights:**  
Without access to customers' preferences and order history, staff are unable to anticipate needs and create a rapport.
- **Slow responses to criticism:**  
When customers share their concerns or vent loudly online, managers are slow to respond in a thoughtful and measured way.

# How Syrve elevates the guest experience

Syrve's technology helps your team to improve the guest experience.

## Integrated ordering and payment

It's important for today's restaurants to be able to offer digital menus and ordering systems to accelerate the ordering process – so dishes are delivered accurately and on time.

Syrve's Integrated Ordering and Payment system reduces wait times, enhances order accuracy, and allows staff to focus on delivering exceptional customer service. You can enable customers to order from their tables via a QR code, use kiosks, or give their selections to servers. Your staff can record orders digitally and send them to the kitchen in a click.

Servers can also take customer payments conveniently at the table – on the same device as they use to take orders — rather than having to hunt for a card reader or queue at a terminal.

## Personalised experiences

Customers want to be valued, understood and remembered. Even if your team can't recall everyone, new technology can do this for you – so you can personalise the service you offer.

Syrve's Customer Data Collection and Analysis empowers staff to create memorable experiences and boost guest satisfaction, with the increased likelihood of repeat business. You can capture customer data, including preferences, allergies and order history. This information becomes a powerful tool to personalise the guest experience, anticipate customer needs and make informed recommendations.

## Staff performance management

Customers value a personalised service that's polite and attentive. It's important for restaurants to set high standards and encourage staff to develop skills in this area.

Syrve's Staff Performance Management capabilities foster a culture of excellence, ultimately enhancing the guest experience and driving revenue. You can provide tools for managers to track staff performance, offer incentives and identify areas for improvement. Investing in staff development allows you to take customer service to the next level.

## Feedback collection and response

It's important to gather real-time feedback from customers through various channels – so you can reply quickly and address any service issues speedily.

Syrve's Feedback Collection & Response system enables prompt and effective responses to customer concerns. Demonstrating a commitment to providing a positive guest experience builds customer loyalty and reinforces your restaurant's reputation.

## The bottom line

Seamless operations and personalised service contribute to an exceptional guest experience. With the right technology, your team can give customers the attention they value.



# Improve upselling and the customer experience with Syrve

In the cut-and-thrust of restaurant life, it's easy to miss opportunities to improve the customer experience and increase order value.

With Syrve's solution, upselling can be natural and helpful, rather than forced. Your team can be incentivised and motivated to succeed. Meanwhile, guests can feel valued and prioritised.

Behind the scenes, data-driven insights and clear goals can be used to craft your strategy. Intuitive tech can also help your team to make the most of sales opportunities.



# Discover more

The ability to improve upselling and the customer experience is just one advantage of our solution, which covers the full extent of restaurant operations. Please get in touch and we'll tell you more.

e: [uk@syrve.com](mailto:uk@syrve.com)



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