



PRESS RELEASE

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liveRES and IOVOX join forces to get a slice of PizzaExpress bookings

Restaurant booking experts liveRES and IOVOX have come together to provide PizzaExpress with a fully integrated online and telephone based table reservations system.

liveRES, part of Zonal Retail Data Systems, won the online reservations account following a competitive pitch. A key part of its success, was the flexibility of the liveRES system to integrate with IOVOX's over the phone booking service.

The new system will be rolled out across the 450 strong PizzaExpress estate and means customers can make bookings 24 hours a day either online or by telephone.

"PizzaExpress is committed to providing customers with the most seamless and simple booking experience possible," said Siobhán Fagan, IT director at PizzaExpress. "With the new liveRES, we will not only continue to deliver on this commitment today, but we will gain significant intelligence-led customer insights that will enable us to further improve the customer experience of the future."

The IOVOX, cloud-based platform, allows PizzaExpress access to booking statistics, giving it the power to analyse over-the-phone reservation trends over time. Through the integration with liveRES, PizzaExpress can fully automate its reservations and table management activities, transforming its operations and enabling the company to focus on its business.

liveRES managing director Olivia FitzGerald said: "This is a significant account win for both parties and we hope that we will have an opportunity to work together on future projects.

"The combined insights created by liveRES and IOVOX will enable PizzaExpress to become ever more agile and react to customer behaviours as people become increasingly mobile. Smartphones and 24/7 internet access has led customers to make bookings on the go, so it makes sense for restaurants to match demand and adopt technology that helps deliver the ultimate customer service."

Managing director EMEA at IOVOX, Carl Di Cicco, added: "In the hectic world of the restaurant industry, it simply isn't possible or cost effective to have staff manning the phones 24 hours, seven days a week, and PizzaExpress has wisely taken the decision to invest in the technology that does it for you.

"What we're providing PizzaExpress will transform its business operations and provide customers with the flexibility they demand in a 24/7 society, where they have access to phones and the internet in their pockets."

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About liveRES

liveRES works with some of the biggest hospitality brands in the UK, delivering online booking, integrated table management and customer engagement tools. liveRES helps to increase profits from each and every table, time slot and diner. Being part of the Zonal family, liveRES fully integrates with Zonal EPoS, unlocking access to spend data and in-session table management

About IOVOX

IOVOX is a global leader in cloud analytics for business communications. Our analytics platform is trusted by leading global brands and more than 300,000 small businesses around the world, empowering marketers and operational managers with transformative business insight. For more information visit IOVOX. Follow us on LinkedIn and Twitter.

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