

"It's a great way to grow your regular customer base. Now our customers have more reasons to keep coming back beyond our food, drinks, and atmosphere."

- Shelby Miller-Sylvia, Mews Tavern

GIVE YOUR GUESTS A BETTER EXPERIENCE

How One Restaurant Upgraded Their Table Management, Online Ordering, and Loyalty Program With Just One Streamlined Solution

THE RESTAURANT

The Mews Tavern is a neighborhood bar and restaurant in Wakefield, Rhode Island, known for having 69 different craft beers on tap in three unique bar areas and having the "tree room", a dining room built around an actual tree. They serve locally sourced, seasonal pub fare.

THEIR GOAL

The Mews Tavern was having issues tracking tables and quoting accurate table times with such a large restaurant. They also wanted to upgrade their loyalty program to replace their loyalty cards and offer better and more exciting promotions to customers.

THEIR SOLUTION

TableUp created an all-in-one platform with a mobile app for the Mews Tavern. The platform included a table management system and the app allowed customers to track their party's wait time, use mobile ordering, and view their loyalty program account from their phone. Using the Omnivore Agent to connect to the Mews Tavern POSitouch system allowed the POS, mobile app, and table management platform to work seamlessly together.

In addition to having the ability to take mobile orders and give more accurate wait times, the new platform gives the Mews Tavern powerful control over their loyalty program. They now have incentives for customers to sign up for their mailing list and follow their social media accounts, making it much easier to keep in touch with their customers and keep them engaged.

RESULTS

- Higher customer satisfaction with more engagement

- Better host stand efficiency with more accurate wait times

- An all-in-one platform with a successful mobile app

TableUp

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