



Manage The New Normal With Robust Guest Management Features



WAITLIST TECHNOLOGY THAT LETS GUESTS WAIT LESS

Improve how your restaurant manages your waitlist, while enhancing your table management and optimizing the consumer's reservation process.

Schedule a free demo at trycake.com
or call 855.696.CAKE(2253)

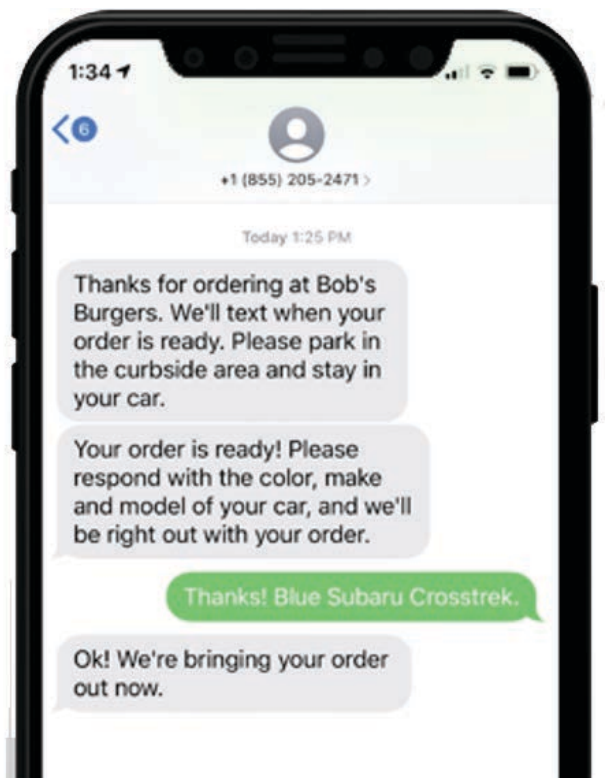


Restaurant Curbside Management ***Made Easy.***

We're Offering Guest Manager with Curbside Management for FREE to all new and existing customers, through the end of May 2020.

Curbside service is a new reality for restaurants during the COVID-19 crisis. Unlike traditional services, most restaurants are scrambling to manage the lines of cars and customers. Our Guest Manager solution gives your restaurant the ability to manage orders, improve operations, and tame the chaos of curbside pickup.

- **Effectively manage curbside.**
- **Communicate with customers.**
- **Increase customer happiness.**
- **Improve curbside operations.**



CASUAL DINING GUEST MANAGEMENT SYSTEMS

A Step Above the Competition

	PAGER SYSTEM, PEN & PAPER, GREASEBOARD	COMPETITORS	CAKE
FLOOR CHART MANAGEMENT			
Integrated Digital Floor Map	X	✓	✓
"Next Up" Recommendations	X	X	✓
Automatic Table Updates via POS	X	X	✓ ¹
WALK-IN MANAGEMENT			
Integrated Waitlist	X	✓	✓
Predictive Wait Times	X	Varies	✓
Guest Ability to View Waitlist Position	X	Varies	✓
TABLE BOOKING MANAGEMENT			
Guest Self-Entry to Waitlist (via Phone, App or Website)	X	X	✓
Reservations (via Phone, App or Website)	X	X	✓
OTHER FEATURES			
Report Actual vs. Quoted Wait Time	X	X	✓
Offline Functionality w/ Recovery Mode	X	X	✓
Real-Time Guest Feedback	X	X	✓
Guest History & Profiles w/ Facebook	X	X	✓
CUSTOMER SERVICE			
True 24/7/365 Phone & Email Support	X	Claimed	✓
Online Host Training Program	X	X	✓
INDUSTRY FORECAST			
5+ Year Outlook	Unlikely <i>1980's legacy technology</i>	Unknown <i>Venture-backed start-ups w/ 90% failure rate</i>	Guaranteed <i>Fully acquired by Sysco, October 2013</i>

¹ CAKE Point of Sale required



REDUCE WALK-AWAYS

More guests return when notified by text.



INCREASE TABLE TURNS

Easy floor management with table statuses and times



APP FOR GUESTS

Mobile call ahead drives more parties to your door