

Manage The New Normal

With Robust Guest

Management Features



CAKE

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 - use as a standalone service or integrate seamlessly with your CAKE Point of Sale.

Download the app for your 30-day free trial.



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