

Case Study:

# Livy's is first choice on the menu for **Simon Rimmer**

Simon Rimmer is a Celebrity Chef working on numerous TV shows including Channel 4's Sunday Brunch. He owns a portfolio of award winning restaurants including his flagship bistro named 'Earle' which has a large following and is often frequented by many professional footballers. Livy's initially approached Simon Rimmer with a unique proposition of developing a 'DiningBook' app experience.

## Background

Earle is a Bistro Restaurant with a high turnover specialising in dishes with Simon's unique flair, often frequented by many VIPs. The Restaurant already had a large following, but was looking to increase this and at the same time offer a unique dining experience. Livvy's approached Simon with an innovative idea of integrating new media tablets into the experience.

## Solution

As well as managing a full communications package for Simon's Restaurants, Livvy's also worked in partnership with Samsung to develop the tablet based 'DiningBook' app that boasts unique features including a digital menu viewer, social media integration and many more bespoke features:

Bespoke Application Features	
Digital Viewer	This enables the Customer to view the menu digitally, and has proven especially useful for amending Simon's ever changing menus. It has also increased the Restaurant's efficiency by giving the customer the option of ordering their own food, and on top of this has improved the overall dining experience with its unique features such as suggesting Wines that compliment the food that they have just ordered.
Point of Sale	The App is also an effective utility that allows Restaurant Managers to immediately inform the tablets of any Specials on the menu or any out of stock items, this has increased efficiency in terms of stock control.
Social Media Integration	Allows customers to connect easily with their friends about their meal and the restaurant, this has generated a lot of Twitter chatter and buzz which in turn has led to an increase in clientele footfall. The social media aspect has also opened up doors that allow the business to stay in touch with customers out of hours to advertise events etc.
Support Services	The functionality of the App is taken care of by Livvy's, who update and maintain it using the Samsung Development Kit. Mobile Device Management software is also implemented to enable secure access to the devices. Most importantly though, Livvy's operate a full 24/7 Technical Support Package, to give peace of mind.

**"Livvy's have been great and have understood what I needed in the restaurant. We put together a brief and they got that perfectly. Customers are happy and we are placing orders for other restaurants currently."**

Simon Rimmer,

## Moving forward

Livvy's is continuing to develop the solution, offering fresh ideas and engaging with Simon to ensure the restaurants bespoke requirements are met. This keeps Simon up to date and ahead of the curve in terms of new technology and ways of interacting digitally with his clients.

## Next Steps

The next project is to develop a Front-end App for customers to have on their Smartphones allowing them to pre-book a table and get extra information on the restaurant. There are also exciting plans that will improve customer experience by implementing o2 wifi in the restaurants.

**Call us now on 0333 240 4000**

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