



## RESTAURANTS

### CASE STUDY: Andre's Bistro and Bar Las Vegas, NV | 2018



Andre's Bistro and Bar is a legendary restaurant in Las Vegas, providing guests with a blended French-Bistro-meets-American-Tavern experience. The restaurant has been using EquiiText to promote wine tasting events, inform guests of new dishes, and to provide a channel for customer feedback. Before EquiiText, Andre's Bistro and Bar relied predominantly on email campaigns to offer promotions and reveal new menu items to customers. As a result, the Bistro lacked real-time engagement with its guests, making time-sensitive offers and true two-way communication with patrons difficult. It needed an instant way to provide updates on upcoming events at the restaurant, as well as a proven method for driving new and returning guests to Andre's Bistro and Bar.

### CHALLENGES

Before EquiiText, Andre's Bistro and Bar often spent days and weeks promoting its events. In a fast-moving restaurant, the slow turnover was simply not cutting it. Email campaigns and social media promotions did not have the desired personal touch and left customers without the ability to engage with their favorite local French-American bistro. With EquiiText's SMS platform, Andre's Bistro and Bar discovered it could efficiently drive guests to the restaurant with the click of a button.

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### RESULTS

After using EquiiText for almost 3 months, Andre's Bistro and Bar has seen monthly covers grow from 2,800 to 4,200 covers a month, totaling over 1,400 more guests each month. EquiiText increased customer communication and engagement: approximately 18% of guests redeemed their SMS offers and coupons.

"We are very impressed with EquiiText. Our guests love to receive our text messages and my staff like the ease of using it. It was the best decision our restaurant made," said Joe Marsco, General Manager. "As soon as a new seasonal dish is prepared by our executive chef, we can send a text message to our guests as an exclusive preview. Guests feel engaged in the restaurant and we have a full service. We did not have the ability to instantly communicate with our guests before EquiiText."

The Andre's Bistro and Bar team received speedy customer service from the EquiiText team, allowing the restaurant to get its campaigns created quickly. EquiiText helped it with account setup and troubleshooting, consistently checking in on how Andre's Bistro and Bar is operating with the addition of the EquiiText platform. The quality customer service it received has allowed Andre's Bistro and Bar to provide excellent customer experiences to its guests in turn.

