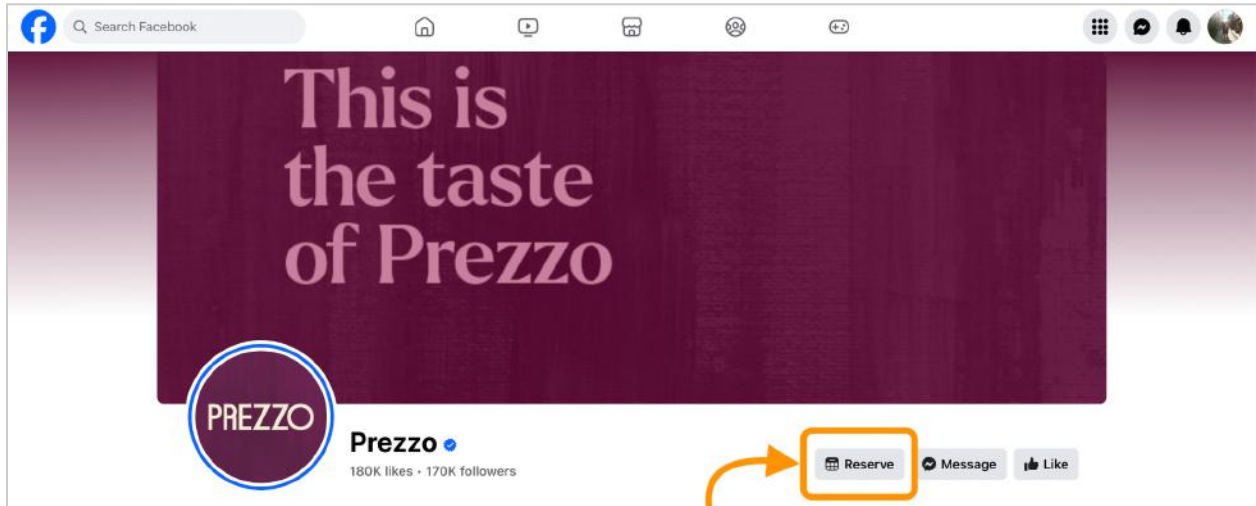


Prezzo receives Google, Facebook, and Instagram Bookings with Mozrest



Mitz Patel, Head of IT at Prezzo

'Fantastic – a no-brainer, really! When I want to book a restaurant, the first thing I do is Google it... With Mozrest, our booking journey is now half the number of clicks compared to our competitors!'



Karen Penn, IT Project Manager at Prezzo

'It's now even easier for our guests to book any of our sites with live integration to our bookings platform. No additional work for the managers to do, just welcome in the guests who booked seamlessly and quickly via Google, Facebook and Instagram.'



Olivia FitzGerald, Chief Sales Marketing Officer at Zonal

'Online bookings are, increasingly, an integral part of the customer journey and the partnership with Mozrest gives operators an opportunity to reach more customers and drive more sales whilst providing even more control of their bookings.'

The Benefits Prezzo Experienced with Mozrest

Prezzo is a chain of 148 Italian restaurants across the United Kingdom, whose first restaurant opened on New Oxford Street, London, in November 2000. After the COVID-19 pandemic hit, they needed to make booking any of their sites easier for guests. This is why Prezzo asked Mozrest to connect their social media account and Google Business Profile to their existing reservation management system provided by Zonal.

Studies show that a social media presence is vital in attracting Gen Z. They are more engaged with platforms and driven by online reviews before booking. Hence, the opportunity to drive bookings through Google and social media.

As a result:

- **Mozrest solution allows Prezzo to access a previously untapped opportunity by converting searches to bookings.**
- **Bookings became instantly frictionless for guests, with all online bookings automatically centralised in one place, making the restaurant staff's job much easier.**



Benefit 1: Restaurant Capacity Optimisation with No Operational Change

Prezzo uses reservation software from Zonal. They wanted to increase bookings to make the most of their restaurant spaces and to receive bookings from Google, Facebook, and Instagram directly into Zonal without switching to a different reservation software. Mozrest made this happen quickly, and it led to great results. Thanks to a smooth onboarding, Prezzo experienced a seamless technical integration without disrupting the existing operations.

Benefit 2: Social Media Channels' ROI and Revenue Potential Growth

By linking Google, Facebook, and Instagram to Prezzo's reservation software, Mozrest transformed the restaurant chain's online presence into a powerful lead-generation strategy. 80% of Google searches are unbranded¹, which means that Prezzo used to miss out on potential bookings from people who searched for restaurants without a specific name.

Now, with the 'Reserve' button on Google, Prezzo can capture unbranded searches like 'restaurants near me' or 'Italian restaurants in London' and turn them into direct bookings. This wider reach and user-friendly reservation buttons have boosted Prezzo's bookings through Social Bookings.

Ready to increase bookings?

Complete this [form](#) and the Mozrest team will be happy to make a seamless integration for you between your existing reservation software and the booking channels of your choice (MICHELIN Guide, Facebook, Instagram, etc.).

¹ Source: Uberall, 2020.