



ConnectSmart[®]
Host

SEARCHER INTENT:

How ConnectSmart[®] Host's
Integration with Google Drives
Traffic to Your Restaurant



WHITE PAPER

A background image of a restaurant interior, overlaid with a semi-transparent orange filter. The scene shows a bar area on the left, several tables with chairs, and people dining. The lighting is warm and ambient.

SEARCHER INTENT: How ConnectSmart® Host's Integration with Google Drives Traffic to Your Restaurant

For more than five years now, **ConnectSmart Host®** seats **over 2 million guests per day**. Our newest ConnectSmart Host integration with Google simplifies the path between internet searches for your restaurant and your guest finding a seat. For ConnectSmart Host enabled clients, diners can gain access to your participating

restaurant through a quick Google search. Guests look up a specific restaurant or search "restaurants near me." By using the Reserve with Google feature in Google My Business, they can find your business. From there, **they can immediately get on the guestlist, view wait times, or reserve a table.**

What is SEARCHER INTENT?

As the most used search engine by a large margin, Google dominates the internet search landscape. Every second, Google processes approximately **63,000 search requests** every day. That's a total of **3.78 million per minute every minute of every day each year**. Google takes all these searches to create an algorithm which parses these queries to produce the most relevant results every time someone searches.

For example, if you are searching for a guide to opening a restaurant, you might google "how to open a restaurant." If you're looking for restaurants near your current location, you might search "restaurants near me." Google's algorithm uses historical data to differentiate between these different searches, and the intent behind them and matches the searcher with the most relevant results.

When you search for something on Google, your **intent** is what you **hope to find**.

As a term, searcher intent defines not only the obvious –your motive in using a search engine—but a measure of how Google functions. In terms of Google, "intent" is identified by a few different metrics: informational, commercial, transactional, and local, with each satisfying a niche query. Each search represents a different type of Search Engine Result Page (SERP), meant to give a specific answer to each request.

INFORMATIONAL

This represents the most basic form of searcher intent, and might refer to a **generalized**, rather than specialized search. **For example**, someone might search for something like, “what is the best type of food,” which causes Google to pull from less “niche” source material.

TRANSACTIONAL

It's here that someone is price shopping more than anything. They're likely asking themselves, “Is this thing or that thing worth my time or energy?”

COMMERCIAL

This inquiry type **looks for comparative analyses of products or services.** The search suggests that this searcher is still honing in on something more specific, but **has begun to move in a particular direction.**

LOCAL

For a restaurant business, this is the **most commonly clicked category.** Google currently receives approximately 16.6 million inquiries every month for the phrase **“restaurants near me,”** a common phrase that satisfies an immediate and nearby need.

For example, about 82% of smartphone users conduct “near me” searches for businesses or services in their area. Of those searches, about **60% are likely to click on the top two or three ranking links on Google.** For businesses, that means a dramatically increased likelihood that a customer will walk through your door because of that.

Google MY BUSINESS

As with everything, Google has continued to evolve its product to satisfy an extraordinarily large user base with an equally focused set of interests. About 3.5 billion searches occur every day, and around 1/3 of those searches involve location-specific, "near me," inquiries. Google has partnered with a wide variety of companies. Their recent integration with ConnectSmart Host through QSR Automations ensures that guests can quickly connect with businesses through a shared interface (known as a rich snippet) in their search engine.

In 2014, Google introduced the Google My Business tool, which is a free virtual interface that allows consumers and businesses to connect with the click of a button. For participants, Google My Business enables users to see important information about your business, including your hours of operations, helpful reviews, and your menu. **With the release of Reserve with Google, guests can book a table or get in line directly from Google.**



A Brief History of ConnectSmart Host

Since 1996, QSR Automations has innovated in the restaurant space, first with the introduction of ConnectSmart Kitchen®, our kitchen display system. As the company expanded, so did our product suite, designed to serve as solutions for smarter, more efficient kitchens. With that came the introduction of Hostess, a program that solved for front-of-house needs. Originally intended as a sister program to Hostess, ConnectSmart Host evolved into the product that launched in 2014, which combines both smart kitchen and host stand solutions into one neat package.

ConnectSmart Host is the answer to your host station needs. Restaurateurs and operators can customize the program to their requirements, tailoring everything from table service restaurants who seat and waitlist guests through guest management systems to fine dining, and everything in between. ConnectSmart Host offers a full suite of solutions including:

1. **SMS notification** to alert guests for waitlisting, table ready, reservation creation and
2. **Embeddable browser widget** for the user on the brand's website.
3. **Support** for server rotation.
4. **Waitlisting and quoting.**
5. **Table status updates.**
6. **Metrics** on custom dashboard and **reports** on both the client and in the portal.
7. **Reservation availability** (if applicable).
8. **Third-party waitlisting and reservations** (Google; OpenTable).
9. **Application Programming Interfaces** (APIs) that allow you to create custom widgets for your website OR allow waitlisting and reservations via a branded app.
10. **The only guest management system that integrates to your kitchen software.**
11. **Off-premise support** via takeout tab.
12. **Configurable future order placement;** a guest can pre-order food, off-premise, walk in to be seated and have their order sent to the kitchen or be in progress already.
13. **Full check detail by table** that allows the hostess station to know where a guest is in their dining journey.

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With ConnectSmart Host, guests receive accurate wait time quotes based on what's happening at the restaurant, at that given moment. By utilizing SMS text notifications, customers are no longer restricted to the restaurant space, as the hostess stand will contact them via ConnectSmart Host. Once seated, ConnectSmart Host allows the host station full access to the table arrangements in your area. Table statuses update to reflect the actions of the diners, from seating to whether or not they have open menus and beyond. This feature streamlines the guest experience by giving the host behind the scenes opportunities for quick and efficient seating and dining ready-made for each guest.



How ConnectSmart[®] Host WORKS

Without guest management software, restaurants must use pen and paper to keep track of their waitlist, wait times, and availability. But these tools have apparent limitations, presenting as many problems as they solve. ConnectSmart Host sidesteps confusion caused by lost or misinterpreted manual table entries at the host station by moving these interactions into the digital realm. In going electronic, ConnectSmart Host provides trackable data to calculate accurate wait times or table availability for reservations.

“We’ve all experienced it. You walk up to the host stand of a busy restaurant and ask the host what the wait time is. You see them glance down at a piece of paper with a list of names on it and times next to the names,” said Anna Eddy, senior Quality Assurance Business Analyst at QSR Automations. “Many names are scribbled out because they’ve either been seated or left without being seated at all. Either way, those scribbles represent guests that no longer affect the wait time the host is about to give you.”

The ConnectSmart Host platform provides a front-of-house solution that allows hostess staff to monitor their guests in real-time and with a visual aid. Each table is customizable by color to quickly illustrate to the host where each patron is in their dining experience at a glance. By using several different algorithms based on historical data, **ConnectSmart Host can give a much more precise estimate on wait times.** Since the software predicates these times on actual data (and not arbitrary estimates), you keep quotes times as accurate as possible, while decreasing walkaways.

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“ConnectSmart Host is more than a fancy floor map. It’s a suite of host stand tools that allows your team to focus their energies on hospitality and not server rotations or making up quote times during peak volume. It provides you metrics to help see the improvements with the guest experience,” says Shari MacCauley, Software Product Training Specialist, QSR Automations.

It even integrates with CSK to connect the front and back-of-house, so that staff has the full picture on where each guest is in their dining journey. Your staff can customize each guest’s meal by ensuring they deliver group orders in tandem, or that bus staff can clear tables quickly after the meal’s end.

Restaurant operators can utilize the tracking data in the platform for analytical purposes, as **ConnectSmart Host has a reporting feature that pulls from historical data.** That information can be used to predict staffing and supply needs for future dates, especially as you collect more data over time.

Minimizing your table turn times is an integral part of business operations.

Your staff can customize each guest’s meal by ensuring they deliver group orders in tandem, or that bus staff can clear tables quickly after the meal’s end.

For waitstaff, this can mean the difference between a good and a bad tip, as speed of service plays a reciprocal role in a customer’s response. ConnectSmart Host streamlines this process by providing real-time statistical data to not only attend to the business at hand but to prepare for the future by securing the appropriate staff.

ConnectSmart[®] Host INTEGRATIONS

ConnectSmart Host is an incredibly flexible platform with a low bar of admission for interested operators to engage and has a robust set of integrations that serve to enhance the restaurant staff and guest experience. That includes:

ConnectSmart Kitchen

Our KDS integration further increases table turn times and restaurant efficiency by **connecting the front and back of the house**. Our KDS integration further increases table turn times and restaurant efficiency by connecting the front and back of the house. Easily create an off-premise dining strategy with a CSK integration. It's capacity management and order throttling features ensure a seamless off-premise strategy, predicated on real-time kitchen bandwidth. CSK will push this data to **ConnectSmart Host**, keeping the host in the loop on all take-out and delivery orders.

Direct customer connections through an API

Larger restaurants can use their resources to **develop a website or mobile app to allow guests to get on the waitlist or make reservations**. This integration would be a custom setup for each restaurant and could function in whichever way they want or need it.

OpenTable

Supports diners making reservations for a specific time through the third party, OpenTable software. ConnectSmart Host enabled operators can expose their site to

OpenTable's network of more than 21 million diners, providing a marketing add-on that will drive more traffic. Diners can then make a reservation for a specific time through OpenTable.

Alexa from Amazon

Through products like Amazon Echo, Echo Dot, Amazon Tap, Amazon Fire TV and Fire tablets, **users can use ConnectSmart Host to search for city-specific restaurant locations, distances, exact wait times and can get on the waitlist remotely**.

Reserve with Google

Supports diners making reservations through the Google search engine portal in the Google My Business box to the right of the searcher's page. The integration **allows patrons to quickly and easily schedule their evenings with the click of a button**.

Waitlist through Reserve with Google

Our newest integration provides diners with the **ability to easily see accurate wait times at ConnectSmart Host enabled restaurants, as well as add themselves to the waitlist directly from Google Search or Google Maps**.


A hand holding a smartphone displaying a reservation interface, overlaid with a semi-transparent orange filter. The phone screen shows a calendar and reservation details.

How the ConnectSmart[®] Host/Google Integration CAN HELP YOU

Although the integration is currently in place, the relationship between ConnectSmart Host and Reserve with Google is not quite instantaneous. **To take advantage of our newest integration, existing ConnectSmart Host clients only need to contact your account manager.** Both Google and ConnectSmart Host have worked in tandem to streamline the process to allow businesses to engage in their Reserve with Google suite. There are few steps necessary to connect your ConnectSmart Host account to Google My Business/Reserve, making it as easy for businesses as your future guests.

Usability in tech is such a remarkable factor that it warrants entire fields of study, and the Google integration is as easy for users as it is for business operators. Evidence indicates that **by streamlining processes for your customers, you can experience up to a 50% increase in customer traffic.** Integrating with Google puts ConnectSmart Host technology in front of **90%** of internet search traffic. **This reach dramatically increases the possibility that customers will not only find your business but engage with it through that same ease of service.**

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A background image showing a group of people sitting around a table in a restaurant, engaged in conversation and eating. The image is overlaid with a semi-transparent orange filter.

Ease-of-Use For OPERATORS

The way we process speed of service varies from person to person, but from a customer perspective, it remains “first come first serve.” As each customer enters through the Reserve with Google or ConnectSmart Host portal, they contact the hostess station with a timestamped reservation. From their perspective, it’s an immediate and seamless process that put them in line in real-time.

Although operators must sign up and integrate their ConnectSmart Host program with Google, **your guests will have direct access through the rich snippet on the home page with no additional effort on their part.** In the past, guests had to click from their browser to the host website to the appropriate page, if your restaurant had one. Now, they gain direct access to your reservation and waitlisting options immediately after searching in Google.

Now, they gain **direct access** to your reservation and waitlisting options **immediately** after searching in Google.

Customer SATISFACTION

Early reports indicate that Reserve with Google has driven bookings by up to **75%**. **QSR Automations currently partners with 21 of the 25 top-rated fast-casual dining chains.** In other words, the kind of places that draw guests looking for a quick bite or a family looking to get out on a budget. Through our numerous integrations, guests can access their choice of restaurant to book a reservation or to get on the waitlist. The process often involves going through a company's website, adding steps to that may slow you down. **With the Reserve with Google integration, customers can immediately access their restaurant's waitlist and reservation technology without ever leaving the Google home screen.**

Imagine that it's a busy Sunday morning and you want to go out to breakfast. How do you reduce your wait time? ConnectSmart Host mitigates this concern, while the integration with Reserve with Google enhances that speed of service. Research indicates that the average wait time is around 23 minutes; longer waits can lead to customer attrition and walk-outs.



What is the Future of ConnectSmart[®] Host?

Evolving from a supplemental platform into a stand-alone hostess solution, ConnectSmart Host continues to grow. Beyond the exciting integrations with Google, **there is an increasing movement towards a partnership with leaders in the restaurant review space, which will further the program's reach.** And that's just the start. ConnectSmart Host already integrates with more than 70+ point-of-sale systems, as well as your back-of-house solution.

The Google integration enhances our already robust system, streamlining it with ease of use and customer satisfaction in mind, and we're excited to see what tomorrow brings.

**Extend your network and
drive more diners today! Visit
QSRAutomations.com or email
sales@QSRAutomations.com.**