



Reservation System

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Kicking off the Season

With Memorial Day fast approaching and with many of you rushing around for this official start of summer, we wanted to send out a reminder about being prepared. You have your staff trained and in uniform, your product is shiny and ready to go, your location is stocked with the parts and supplies you need, now you're ready for the mobs of people headed in to have some fun. Or are you?

Do you have a reservation system in place? How can you be assured of capturing all the business when the Surrey customer walks up, but all of your Surreys are rented out? As Brian has said many times (and you have probably already come to discover) there are no "BE BACKS". Once a customer walks away with a "we'll come back later", the likelihood is they won't be back. They'll typically become distracted and find something else to do.

Additionally, you want to cut down on the time between rentals. Don't let that product sit idle waiting for the next customer to finish the rental process. Having a reservation system ensures that as someone gets off, the next party gets on, ready for a Wheel Fun Time.

Here's how it works

"All of our Double Surreys are out at the moment but we have quite a few of them and one of them should return within about XX minutes. I can get you signed up and you'll be first in line when it returns (or we have one other party waiting, I can get you signed up and...)"

Then you have the customer pay, fill out the rental waiver/contract and you take their driver's license. Place all of that on a clipboard marked Double Surrey Reservations and as soon as the next Double Surrey rolls up, call out the name on the next reservation and file the contract in the "out" bin as always.

It's a good idea to ask them to stay close by, within hearing distance and to let them know if they don't respond after three calls, they'll be bumped one notch in order to keep things flowing.

The reservation system also makes your customers more comfortable because without it, anxiety is created as they wonder if someone who showed up later is hovering in position to cut in.

If you have any questions about instituting a reservation system, call Brian or Mark and we'll be happy to help you out.

Have a Wheel Fun Memorial Day Weekend