Spring Forward: Maximise Bookings with Seamless Online Reservations

Spring has officially sprung: and so has your customer traffic. With longer evenings, outdoor dining making its grand return, and Mother's Day just around the corner, hospitality venues across the UK are gearing up for one of the busiest periods of the year.

But here's the thing: if customers can't book a table quickly and easily, they'll find somewhere else that lets them. No one wants to leave a voicemail, wait for a callback, or cross their fingers hoping there's space when they turn up.

That's where TouchReservation comes in. Integrated seamlessly with Prime-EPOS, it's the hassle-free way to capture every booking: 24/7: without lifting a finger.

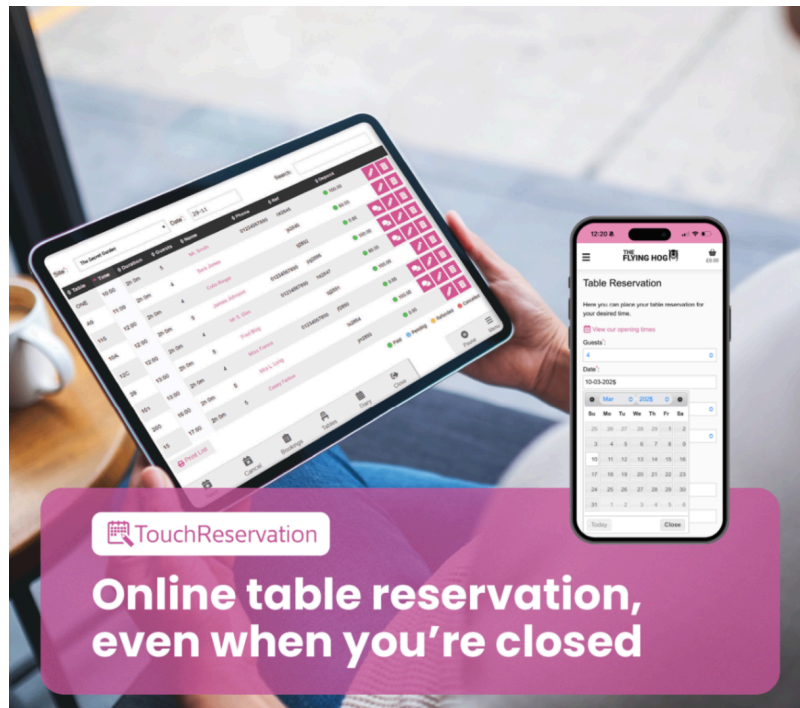## Why Online Reservations Are Non-Negotiable in 2025

Let's be honest: phone bookings are fading fast. Today's diners expect to reserve a table as easily as ordering a takeaway or booking a cinema ticket. If your venue doesn't offer instant online reservations, you're losing out to competitors who do.

Here's what the data tells us:

- Most booking abandonment happens when the process takes too long or feels clunky
- Mobile users make up the majority of restaurant searches: and they want to book right there
- "Book Now" buttons prominently displayed on your website massively increase conversions

Spring amplifies all of this. People are actively planning brunches, celebrations, and catch-ups. The venues that make booking effortless are the ones filling tables night after night.

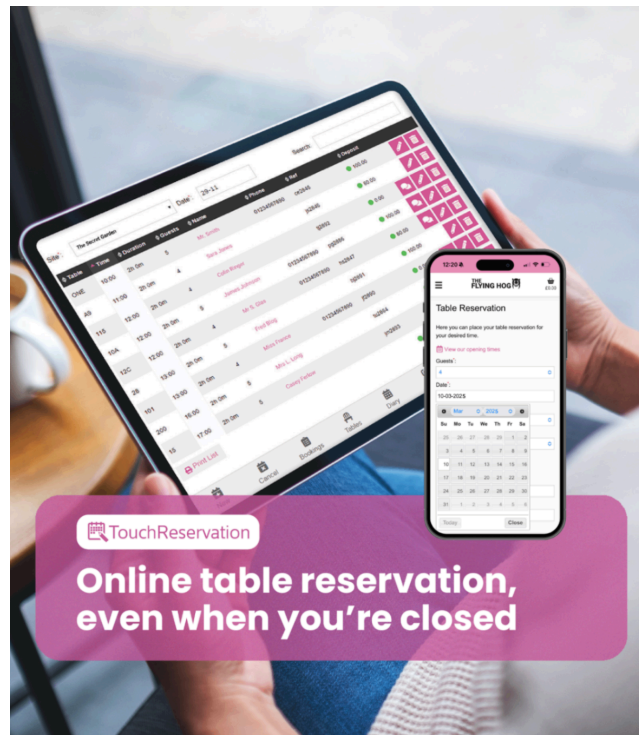# Meet TouchReservation: Your 24/7 Booking Assistant

TouchReservation is a cloud-based reservation system that works hand-in-hand with your Prime-EPOS setup. It lets customers book tables online at any time: day or night: from any device. No app downloads, no friction, no fuss.

What makes it a game-changer?

- **Always On:** Accept bookings even when you're closed, prepping, or fast asleep. Your reservation system never takes a break.
- **Smart Table Allocation:** Forget double bookings and awkward apologies. TouchReservation automatically manages table availability in real time.
- **Works Anywhere:** Tablet, smartphone, laptop: your customers can book however suits them, and you can manage reservations from wherever you are.
- **Seamless EPOS Integration:** Bookings sync directly with your Prime-EPOS system. No more scribbled notes or missed reservations.

For restaurants, pubs, cafés, and hospitality venues of all sizes, it's the simplest way to stay organised and keep customers happy.

Features That Actually Make a Difference

Not all reservation systems are created equal. TouchReservation is built with real hospitality operators in mind: no bloated features you'll never use, just practical tools that save you time and win you more covers.

Real-Time Availability

Customers see exactly what's available when they book. No back-and-forth, no waiting for confirmation. They pick their date, time, and party size, and they're done. You avoid overbookings, and they get peace of mind.

Instant Confirmation

The moment a booking is made, your customer receives an email confirmation with all the details. They can view, modify, or cancel if needed: reducing no-shows and last-minute surprises.

Custom Booking Rules

Want to block off certain times for walk-ins? Set minimum party sizes for peak hours? Require a deposit for large groups? TouchReservation lets you tailor the rules to fit your venue.

Guest Notes and Preferences

Birthdays, allergies, high-chair requests: capture important details at the point of booking. When your team knows what's needed before guests arrive, service feels personal and polished.

Staff-Friendly Dashboard

Your front-of-house team can view, edit, and manage all reservations from a single screen. No hunting through notebooks or juggling multiple systems.

Mother's Day: Your Biggest Booking Opportunity This Spring

Mother's Day is one of the most popular dining-out occasions of the year. Families plan weeks in advance, searching for the perfect spot to treat Mum. If your booking system isn't visible and slick, you're invisible to these customers.

Here's how TouchReservation helps you capitalise:

- **Advance Bookings:** Start accepting Mother's Day reservations early. Keen planners will snap up tables as soon as you open the slots.
- **Deposit Options:** Protect yourself from no-shows by requiring a small deposit for peak-day bookings.
- **Special Menus:** Promote your Mother's Day set menu or offers right within the booking flow.
- **Maximise Covers:** Smart table allocation means you can fit in more sittings without chaos.

If you haven't already opened your Mother's Day bookings, now's the time. The venues that move first fill up first.

Outdoor Dining: Ready for the Rush?

With April showers (hopefully) giving way to sunnier spells, outdoor dining is back in demand. Beer gardens, terraces, and pavement tables become prime real estate: and customers want to guarantee their spot.

TouchReservation makes it easy to manage indoor and outdoor areas separately. You can:

- Set different capacities for each zone
- Allow customers to request outdoor seating during booking
- Adjust availability based on weather or events

No more awkward phone calls asking if the garden's open. Customers see what's available and book with confidence.

Why Easy Reservations Win More Customers

It's simple maths: fewer barriers to booking means more bookings.

When a customer finds your venue, likes the look of your menu, and can reserve a table in under a minute, they're far more likely to follow through. Compare that to a competitor whose website says "Call to book" with no online option: where do you think that customer ends up?

Quick wins you'll notice:

- **Fewer Missed Enquiries:** No more voicemails piling up while you're mid-service.
- **Reduced No-Shows:** Confirmation emails and reminders keep bookings front of mind.
- **Better Table Turnover:** With accurate booking data, you can plan sittings more efficiently.
- **Happier Staff:** Less time on the phone means more time delivering great service.

And because TouchReservation syncs with your Prime-EPOS, you've got a complete view of your business: from bookings to bills: all in one place.

Getting Started Is Easy

Already using Prime-EPOS? Adding TouchReservation to your setup is straightforward. It integrates directly with your existing system, so there's no need for a complete overhaul or complicated training.

If you're new to Prime-EPOS, it's the perfect time to upgrade your whole operation. Our EPOS packages are designed for hospitality venues of all sizes, with hardware, software, and support bundled together.

Not sure where to start? Get in touch and we'll walk you through the options. No hard sell: just honest advice on what works for your venue.

Make This Spring Your Busiest Yet

The hospitality calendar waits for no one. Mother's Day, Easter, bank holidays, sunny weekends: they're all coming thick and fast. The venues that thrive are the ones that make it ridiculously easy for customers to book.

TouchReservation, integrated with Prime-EPOS, gives you everything you need: 24/7 online bookings, real-time availability, instant confirmations, and a system your team will actually enjoy using.

Spring is here. Your tables are ready. Let's fill them.