

CUSTOMER SUCCESS STORY

Sharky's ON THE PIER

How Milagro's SmartWAIT™ Transformed
Sharky's Business





INTRODUCTION

Sharky's On the Pier is a well-known beachfront restaurant located at the base of the Venice Fishing Pier in Florida. Celebrated as the “shark's tooth capital of the world”, Sharky's has been delighting guests for over 35 years with its exceptional seafood, refreshing frozen drinks, and excellent service. The restaurant offers a distinctive Florida Gulf Coast experience with a lively and festive atmosphere, perfect for enjoying the sunshine, live music, and stunning sunsets.

“SmartWAIT has been a game-changer for Sharky's. It's streamlined our operations, improved the guest experience, and provided us with valuable insights. We're grateful to Milagro for their innovative solution and ongoing support.”

~ Sharky's On The Pier

INDUSTRY

Sit Down Restaurant

LOCATIONS

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THE CHALLENGE

The primary challenge faced by Sharky's was not being able to smoothly seat their customers and turn tables due to an ineffective and inefficient waitlist management system. It was costing them business due to:

- **Long Wait Times**
Customers were frustrated, and regardless of whether the dining experience was good would potentially not return.
- **Inefficient Table Management**
Difficulty in managing their waitlist and seating arrangements effectively led to empty tables while guests waited, resulting in fewer covers, less business, and lower tip volume for the servers.



THE CHALLENGE

- **Poor Guest Communication**
Lack of transparency and communication regarding wait times and table availability caused guests to be confused and frustrated. Especially when they noticed empty tables!
- **Limited Data Insights**
Not having data on average wait times, peak hours, and guest preferences led to missed opportunities for optimizing operations and maximizing targeted marketing strategies.



THE SOLUTION

Milagro implemented a turnkey and customized approach with SmartWAIT™ seamlessly integrated into Sharky's POS.

- **Simplified Waitlist Management**
Guests can now easily join the waitlist themselves, reducing the burden on staff.
- **Online Reservations**
Customers are now able to make reservations from anywhere, including through social media and the restaurant's website.

“Milagro's SmartWAIT has transformed Sharky's, resolving our waitlist challenges and delivering a better experience for both our guests and staff. We're thrilled with the results and highly recommend their services.”

~ Sharky's On The Pier



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THE SOLUTION

- **Table Management**
SmartWAIT streamlines table allocation, optimizing seating for both reservations and walk-ins.
- **Data Collection and Insights**
The system gathers valuable data on wait times, peak hours, and customer preferences, which means Sharkey's is able to maintain a more efficient operation and front-of-house staff is able to customize the guest experience.



THE RESULT

- **Improved Wait Time Accuracy** using real-time data and machine learning to predict wait times more accurately than traditional methods.
- **Streamlined Table Management** for flexible table allocation, optimizing seating arrangements for both reservations and walk-ins.
- **Improved Guest Experience** with transparent communications leading to less frustration and a more positive dining experience overall.
- **Grew a database of 9,000 customers in its first 60 days** with the ability to create targeted marketing campaigns.



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CONCLUSION

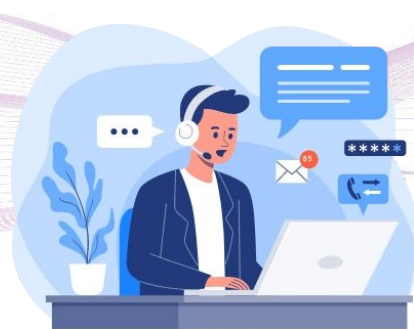
Sharky's On the Pier's partnership with Milagro and the implementation of **SmartWAIT™** successfully addressed their operational challenges.

In addition, by leveraging technology to streamline waitlist management, improve communications, and gain valuable insights, Sharky's was able to enhance the guest experience and drive revenue growth.

This success story demonstrates the significant impact that the right technology solution can have on a restaurant's success in a competitive industry.



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ABOUT MILAGRO

Milagro is an all-in-one commerce platform that streamlines operations, automates guest retention, and accelerates growth. Milagro's suite of enterprise-grade commerce apps addresses the needs of Full-Service, Fast Casual, and QSR restaurants. With a unified design, Milagro unlocks 100% of the value of your customer data, powering growth, and enabling unprecedented scale.

The solution provides a turnkey customer data and marketing automation platform that creates a detailed profile of each customer, and automatically tags them with their preferences, allowing for highly personalized and effective advertising campaigns.

The platform is powered by our proprietary SmartCONNECT™ technology that eliminates internet and phone outages through our zero downtime guarantee.

Restaurants Simplified.



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