



How SIR Corp Saved 5 Hours of Daily Labor and Increased Sales by 2% with ConnectSmart® Host

Service Inspired Restaurants, known as SIR Corp, operates seven distinct restaurant brands, each with its own guest flow and operating style. This range reflects a commitment to offering dining experiences from casual to upscale, while keeping service standards high and operations efficient.



Fine Dining



60 Locations



North America



ConnectSmart® Host



**SERVICE INSPIRED
RESTAURANTS**

2% sales increase
with better seating
efficiency

saved 4-5 hours
of labor daily (nearly
half a shift)

**improved guest
experiences**
across its seven brands

Challenge

Tackling Complex Operations with New Technology

SIR Corp faced a major yet common challenge: transitioning more than 50 restaurants to a new technology system without hurting the guest experience.

By adopting ConnectSmart® Host, SIR Corp integrated with platforms like OpenTable and Google Reservations, which made guest interactions smoother and linked seating activity to the loyalty program. This approach strengthened both efficiency and the guest experience, both core principles that guide SIR Corp's approach to hospitality.



“The flexibility of the software becomes incredibly important. And that’s why we feel ConnectSmart® Host is the best platform for us.”

Stephen Seymour
VP, Information Technology
SIR Corp



Solution

Streamlining Operations with ConnectSmart® Host Partner Integration

SIR Corp used ConnectSmart® Host's partner integration to simplify operations and improve guest experiences across its seven brands. Flexibility has been essential for serving the needs of different concepts and dining rooms. This integration also supports efficient table management during busy periods, including lunch rushes where some locations handle more than 300 covers (tables sat during a service).

Results

Saving Time and Boosting Revenue with ConnectSmart® Host

ConnectSmart® Host has produced measurable time savings and revenue gains by improving seating efficiency and streamlining labor. SIR Corp saves 4 to 5 hours of labor daily (nearly half a shift saved daily), contributing to about a 2 percent increase in sales thanks to improved seating efficiency.

With these efficiencies, SIR Corp can schedule fewer staff at the front door, capture detailed reservation data, and give hosts clear tools to manage guest flow. The system provides reliable reporting and connects smoothly with the kitchen, which helps teams coordinate across the shift.



“Seating guests efficiently means more money on the bottom line. We save 4 to 5 hours of labor daily and see increases in sales due to improved seating efficiency. To us, waiting is the enemy of a great guest experience.”

Stephen Seymour
VP, Information Technology
SIR Corp