



## How SIR Corp Saved 5 Hours of Daily Labor and Increased Sales by 2% with Crunchtime 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 diverse dining experiences, from casual to upscale, while maintaining high service standards and efficient operations.

Upscale Italian 60 Locations North America Solution: Crunchtime Host

SERVICE INSPIRED RESTAURANTS

**2% Increase in sales** with better seating efficiency

**Save 4 to 5 hours** of daily labor cost

**Improved guest experiences** across 7 brands

## Challenge

### Tackling Complex Operations with New Technology

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

By adopting Crunchtime Host, SIR Corp integrated with platforms such as OpenTable and Reserve with Google, making guest interactions smoother and linking 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 **Crunchtime Host** is the best platform for us.”

**Stephen Seymour**  
VP, Information Technology, SIR Corp

## Solution

### Streamlining Operations with Crunchtime Host

**SIR Corp used Crunchtime Host's partner integration** abilities 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, when some locations handle more than 300 covers (tables seated during a service).



## Results

### Saving Time and Boosting Revenue with Crunchtime Host

Crunchtime 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 two percent increase in sales thanks to improved seating efficiency.

**“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.

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 integrates seamlessly with the kitchen, helping teams coordinate throughout the shift.