

# The Orient Express: Pearl Liang goes full steam ahead in embracing the potential of online marketing

*"The restaurant was doing well, but we wanted to increase bookings in the evenings and on weekends as well as build stronger relationships with the surrounding community. In order to do this, we needed a solution that made it as easy as possible to book a table on our site. For this reason, we chose Livebookings."*

**Humphrey Lee, Restaurant Manager, Pearl Liang**

## Challenge

Due to its quality reputation and prime location in the heart of Sheldon Square, Paddington, London, Pearl Liang has long been a popular choice with the hoards of office workers looking for authentic Chinese cuisine in a contemporary setting. However, they struggled to generate large numbers of evening and weekend bookings as they were unable to take reservations during their normally frantic working day.

## Approach

Former owner of Covent Garden Restaurants and consultant to Pearl Liang, Philip Matthews, advised them to work with Livebookings.

Pearl Liang added Livebookings' online, real-time booking interface to their website allowing customers to make confirmed table bookings, 24/7. They also now benefit from additional listings, promotional opportunities and bookings via a range of websites in the Livebookings Network. All reservations are now received, controlled and optimised, using the web-based Livebookings Console diary.



### Name

Pearl Liang

### Location

Paddington, London

### Business Rationale

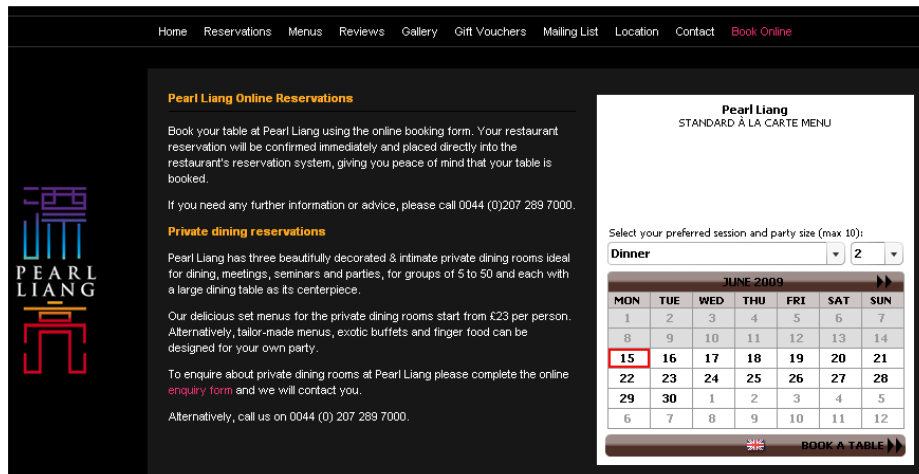
Looking for a seamless table booking facility and to increase online presence

### Why Livebookings?

No upfront fees and a reputation for tailored online marketing expertise

### Livebookings Products and Services

Livebookings Direct  
Livebookings Console  
Livebookings Network



Home Reservations Menus Reviews Gallery Gift Vouchers Mailing List Location Contact [Book Online](#)

**Pearl Liang Online Reservations**

Book your table at Pearl Liang using the online booking form. Your restaurant reservation will be confirmed immediately and placed directly into the restaurant's reservation system, giving you peace of mind that your table is booked.

If you need any further information or advice, please call 0044 (0)207 289 7000.

**Private dining reservations**

Pearl Liang has three beautifully decorated & intimate private dining rooms ideal for dining, meetings, seminars and parties, for groups of 5 to 50 and each with a large dining table as its centerpiece.

Our delicious set menus for the private dining rooms start from £23 per person. Alternatively, tailor-made menus, exotic buffets and finger food can be designed for your own party.

To enquire about private dining rooms at Pearl Liang please complete the online [enquiry form](#) and we will contact you.

Alternatively, call us on 0044 (0) 207 289 7000.

**Pearl Liang**  
STANDARD À LA CARTE MENU

Select your preferred session and party size (max 10):  
Dinner

JUNE 2009

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

[BOOK A TABLE](#)



Matthews explains:

"I advised the owners that they should invest in Livebookings as it would allow prospective customers to book a table at any time of the day or night without taking up the valuable time of the staff."

## Results

Promotion of Pearl Liang on websites including lastminute.com and Restaurant-Guide.com, improved service through online bookings on their website and enhanced relationships with regular customers via email marketing.

In addition to improved promotion and customer service levels, Pearl Liang's newly raised profile also improved their organic rankings in search engines such as Google, really taking the business to the next level.

**"We used to have 10-20 online bookings per month on the website; since Livebookings was introduced in February, there has been an average of 150 bookings per month. This has transformed the restaurant from being a staple lunch destination to being one that is busy seven days a week."**

**Humphrey Lee, Restaurant Manager, Pearl Liang**

Olivia Fitzgerald, General Manager of UK and Ireland for Livebookings, thinks Pearl Liang is a great example of the variety of ways that Livebookings can help a restaurant:

"Like many of our customers, Pearl Liang was looking to boost bookings at specific times of the week. The reservations team knew that in order to turn more tables in the evening and on the weekend they needed to build stronger relationships in the local area.

We were able to provide Pearl Liang with the tools they needed to build a customer database and run offers for specific times, meaning the restaurant is now busy in previously quieter times."

## About Livebookings

Headquartered in London, with offices in Hamburg, Stockholm and Madrid and customers in 19 countries, Livebookings is Europe's largest online marketing and reservations service for the restaurant industry. The company is ranked as one of the top 30 fastest growing digital media companies in Europe.

Livebookings enables free real-time, online reservations on restaurant websites and helps restaurants to access customers that would otherwise be difficult to reach through a global network of partners including [Time Out](#), [lastminute.com](#), [Ticketmaster](#) and [Yell.com](#).

In 2008 alone, Livebookings delivered over 2.4 million diners to restaurants worldwide including [Gordon Ramsay Holdings](#), [The Ivy](#), [Carluccio's](#), [Chez Gerard](#) and [The Ritz](#).

## **Further Information**

For further information about Livebookings, please email [sales@livebookings.co.uk](mailto:sales@livebookings.co.uk), call 020 7934 9275 or visit [www.livebookings.co.uk](http://www.livebookings.co.uk)